

MODERN PACKAGING



CONSOLIDATED PAPER COMPANY'S MODERN PACKAGES



Folding Paper Boxes

For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

Plain Shells

For tight-wrapped packages.

Corrugated or Solid Fibre Shipping Cases

Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

Specially Designed

Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service — Paper Mills producing 700 tons of Paper a day — Box Factories of very large capacity completely equipped for speedy and economical production — an Art Department and a Package Designing Department.

An opportunity to serve you will be appreciated

CONSOLIDATED PAPER COMPANY
MONROE, MICHIGAN

SALES OFFICES IN FOURTEEN PRINCIPAL CITIES
Branch Plants: Aurora, Ill., River Rouge, (Detroit District) Mich., Cincinnati, (Pittsburgh District) Pa.

**700 TONS
DAILY PRODUCTION**

Will your Product Dry Out?

*Here is Photographic
Proof that it Might*



THERE is no food product that is not affected by atmospheric conditions, varying, of course, with the location. Hot, dry climates will cause a loss of moisture and humid atmosphere causes absorption. Either results in a deterioration in the original salability of your product.

The surest sales protection against loss or absorption of moisture in the proper waxed wrapper.

The above illustration shows two packages, one with and one without a waxed wrapper, which were kept in a warm room for eleven days under identical conditions. This picture speaks for itself and you can readily see why the proper waxed wrapper is such a valuable aid in selling.

Our research department will gladly co-operate with you in finding the proper protective wrapper for your product.

**KALAMAZOO
MICHIGAN**

KALAMAZOO VEGETABLE PARCHMENT COMPANY

MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 3

JANUARY, 1930

No. 5

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THE group of lithographed cans for food products shown on the front cover represents some of the best ideas in this type of package decoration. Brilliant colors, well-arranged typography and good design combine to make these cans effective salesmen for the products contained. Reproduced by courtesy of the Continental Can Co.

THE February issue will feature an interview with Prince Matchabelli on the subject of the merchandising value of attractive containers in marketing perfumes and cosmetics. The elaborate bottles and boxes used by Prince Matchabelli for his products have proven to be valuable merchandising aids.

**BRESKIN & CHARLTON
PUBLISHING CORPORATION**
11 Park Place, New York, N. Y.
Publishers also of "Packaging Catalog"
and "Modern Boxmaking"

Telephone: Barclay 0882-0883

Western Office:

307 N. Michigan Ave., Chicago, Ill.
Telephone: State 5949

Australian Agents: Technical Journals
Ptg. Ltd., 422 Collins St., Melbourne

Subscription \$3.00 per year

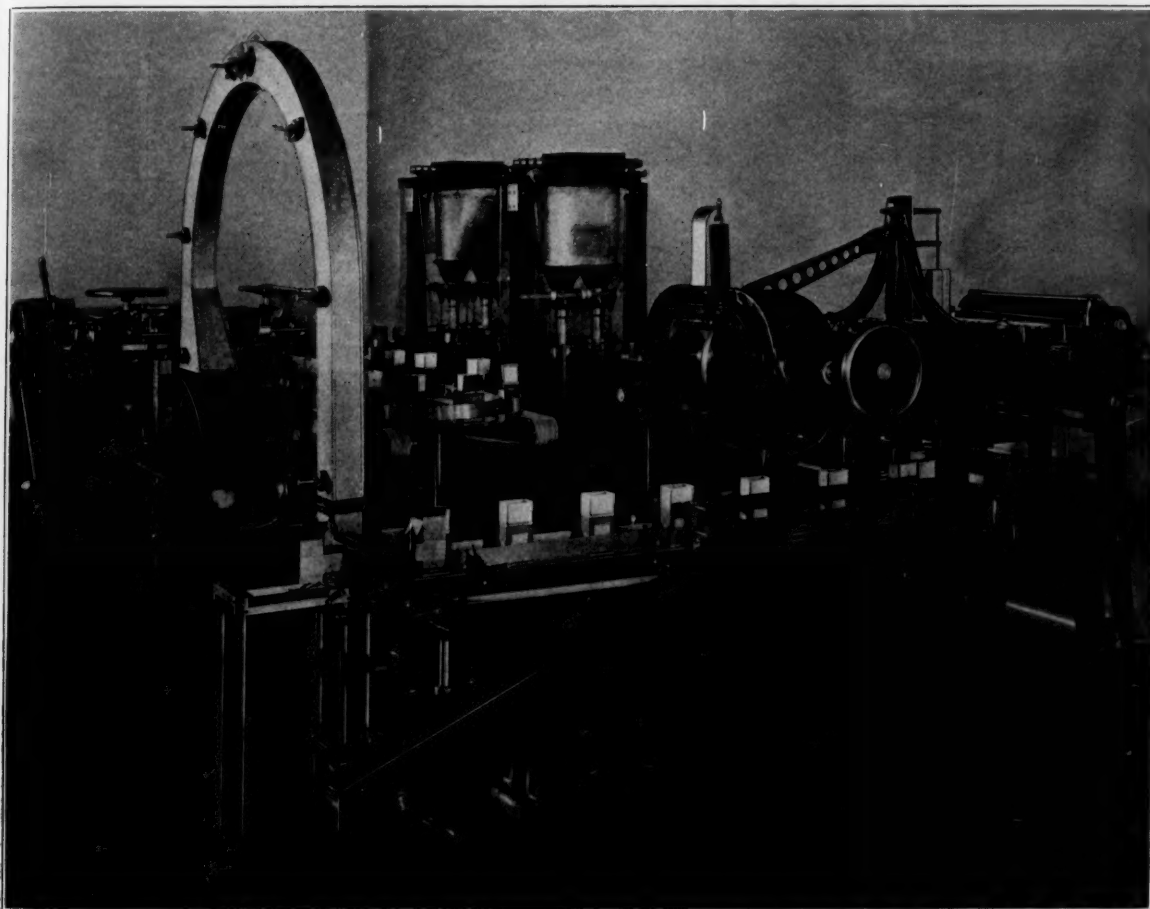
Single copies, 35 cents

Canadian \$3.50 Foreign \$4.00

Published on the tenth of each month

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a visiting engineer at this Chicago Plant, says~



"During our long stay in the plant, there was no sign of a spill, and the weights were running within one thirty-second of an ounce variation, the majority being right on the dot. The man in charge volunteered the statement that they do not average one spill for every two days, operating at 60 cans per minute which is the output of this M N."

Only one operator is required, and the machines are easily adjustable to several sizes of lined cartons as well as cans. Floor space is less than 13' x 26'.

You can easily apply the adaptability of National Packaging Machinery to your plant, with a substantial profit, as our certified operating and maintenance surveys will show you.

NATIONAL PACKAGING MACHINERY COMPANY
477 WATERTOWN STREET NEWTONVILLE, BOSTON, MASS.

“Our relations...have been **Most Satisfactory** at all times”



writes

Mr. P. L. BECKER
Vice-President

AMERICAN CHICLE
COMPANY
LONG ISLAND CITY, N. Y.

Makers of

CHICLETS, DENTYNE,
BLACK JACK, BEEMAN'S
and other Chewing Gums

During the past 15 years we have built Cartoning Machines for the 10-tablet Chiclets, and the 100-piece "5 Star" Gum Packages. Also Wrapping Machines for Black Jack, Beeman's, and Dentyne Gum, and the 3 and 4 tablet candy-coated gum packages—all of which have the new protective seal.

(Mr. Becker's Letter) "It is a pleasure to say that our relations with the F. B. Redington Co. have been most satisfactory at all times. Both your machinery and your service have been good."

Vice-president

Redington's Develop a New Sales Angle for American Chicle Company

WHEN the American Chicle Company found a need for a new type of package that would keep its chewing gum fresh for a longer period, it turned to Redington Packaging Machines. The result: a new protective seal that provides a new sales angle for American Chicle products. You, too, can depend on the F. B. Redington Co. for more than just money, time and labor-saving Packaging Machines.

"Precision Engineered"

REDINGTON PACKAGING MACHINES

for Cartoning, Packaging



Labeling, Wrapping

F. B. REDINGTON CO. (Est. 1897), 110-112 South Sangamon St., CHICAGO, U. S. A.



BURT CREATIONS are recognizable instantly — their feminine appeal second only to their great merchandising possibilities.

Wraps designed by Burt.

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set Up Boxes

BURT DESIGNS and CREATIONS



A NEW PACKAGE may mean more to your sales than a new product.

Burt Quality Boxes are designed to fit your packaging and merchandising needs.

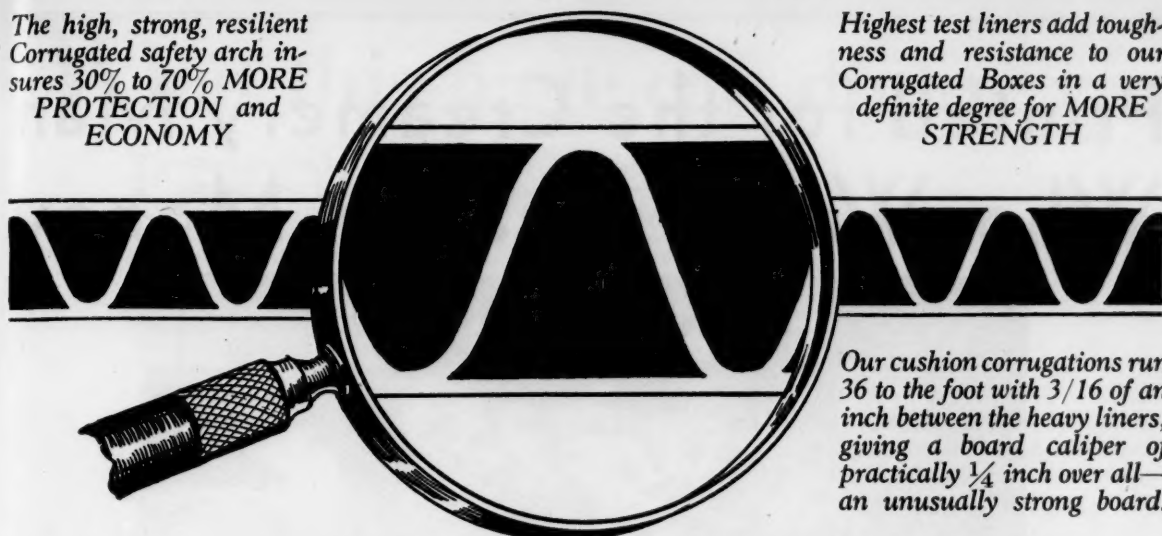
F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set Up Boxes

BURT DESIGNS and CREATIONS

Prepared and printed by
Service Department,
"Modern Packaging"

The high, strong, resilient
Corrugated safety arch in-
sures 30% to 70% MORE
PROTECTION and
ECONOMY

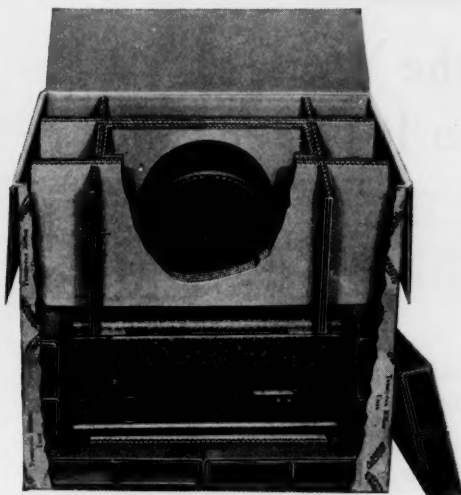


Highest test liners add tough-
ness and resistance to our
Corrugated Boxes in a very
definite degree for MORE
STRENGTH

Our cushion corrugations run
36 to the foot with 3/16 of an
inch between the heavy liners,
giving a board caliper of
practically 1/4 inch over all—
an unusually strong board.

Better Boxes Pay Dividends in Reduced Shipping Costs

IT is a well known fact that cheap fibreboard shipping boxes are more expensive in the long run than quality boxes built primarily for hard service. Slap-dash boxes, sold at an attractive low price, are sources of trouble and this fact shippers of merchandise in fibreboard



How a delicate radio can be packed and shipped in a corrugated fibreboard box. Note double wall reinforcements for protection.

boxes know to be generally true. Shippers who buy quality boxes from reputable makers always experience less trouble than those who consistently buy at "rock-bottom prices" and it is logical that the best wares—whatever the merchandise may be—are never the cheapest in construction or price, and the wear is in proportion to the quality.

In our processing of **corrugated and solid fibre shipping containers** we aim at quality—always at quality. Shippers, by using quality boxes, benefit by making definite savings and where we have access to their plants we often find we can make still greater savings by suggestions offered from our great store of experience.

We will be glad to figure with you on your requirements and help solve your packing and shipping problems, and don't forget—we furnish quality boxes only and prescribe from our great variety of regular and special types as required to fill your needs. If you write, refer to Department 19 for quick service.

CONTAINER CORPORATION

OF AMERICA

AND

MID-WEST BOX COMPANY

111 W. Washington St.

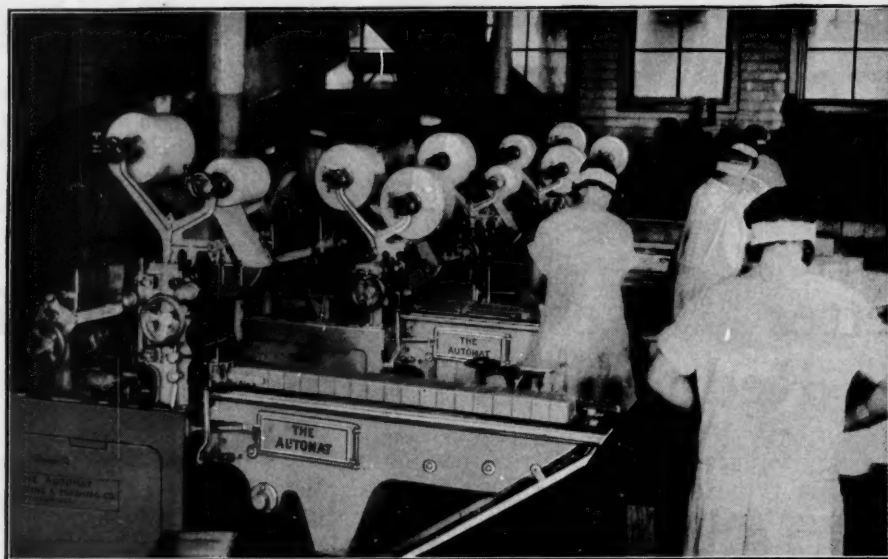
CHICAGO, ILLINOIS

Six Mills—Twelve Factories



Capacity 1200 tons per day

Printed for the Creamery Man Who Wants to Save Money



Eleven Girls Now Do the Work of 90 ~ Do It Better and Do It Faster . . .

Four years ago 90 girls were busily engaged in a large, cheerful print room wrapping and cartoning an average daily production of 40,000 pounds of butter at The Hanford Produce Company, Sioux City, Iowa.

Then, the above installation of Automat equipment was made — 1 Type A machine, and 4 Type F machines — five units in all.

Immediately 1000 square feet of space was released for other uses, and 79 girls dropped from the payroll. Production didn't waver a bit — kept right up to maximum.

Net savings with Automat equipment is almost unbelievable. Expenses cut — floor space saved — shrinkage reduced — complaints from the trade practically eliminated.

It will certainly pay you to learn more about
Automat equipment. Ask us for more facts.

THE AUTOMAT MOLDING & FOLDING COMPANY
16-20 BROADWAY, TOLEDO, OHIO



Eastern Sales & Service Office, 172 Chambers St., New York
Western Sales & Service Office, 306 Calo Building, Los Angeles

What this page can do for you

PAGES like this in the Saturday Evening Post are helping your customers to recognize the extra value of foods wrapped in Paterson Genuine Vegetable Parchment. The keymark is rapidly becoming a standard symbol of food protection. Details can be obtained from our representatives or direct. Just write Paterson Parchment Paper Company, Passaic, N. J. Sales offices: Chicago, San Francisco.

THE SATURDAY EVENING POST

January 29, 1930

"When I see this keymark I know the food is well protected"



protected in
**PATERSON
GENUINE
VEGETABLE
PARCHMENT**



The nationally advertised symbol of wrapper protection

THIS Keymark is your index to the best protected foods. It is printed only on wrappers of Paterson Genuine Vegetable Parchment.

Foods wrapped in Paterson Vegetable Parchment are the most wholesome—the most delicious. No dirt, dust, or odors can reach them.

The secret of vegetable parchment is purely scientific... it is insoluble. It never goes to pieces, never disintegrates, no matter how often or how long it is drenched with moisture.

Up-to-date packers and dairymen are fully alive to this wonderful fact. It is the basis of the modern method of packaging delicate foods.

When you shop, remember to look for parchment-wrapped foods. This will give you full assurance that the packer is delivering his product to you in the best possible condition.

MAKE THIS WATER TEST YOURSELF

Here's the way to test whether a wrapper is Genuine Vegetable Parchment. Douse it in water, hot or cold. Squeeze it. Now repeat this stretch it out tight. If it's any ordinary wrapper, it will go to pieces. If it's Paterson Vegetable Parchment, it will come out firm, strong, unaffected by the dousing. Paterson Parchment Paper Company, Passaic, N. J. Chicago—San Francisco

Around the kitchen
PATAPAR
is such a help

Here's a simple way to make vegetable parchment paper do more for you than it is worth. It's so simple that even a child can do it. Just wrap your food in Patapar and you'll find it's a real help in the kitchen.



3 vegetables in one pot

See how it's done. Simply wrap your vegetables in Patapar and cook them in one pot. The Patapar keeps the vegetables from getting soggy and keeps the flavors from mixing.



Great for washing dishes



Patapar is the most sanitary dish cloth you ever used. It's soft, does no harm to the dishes, and is so easy to wash that it's a real help in the kitchen.

Rinse and hang up to dry

After you've used Patapar to wash your dishes, simply rinse it off and hang it up to dry. It's so easy to care for that it's a real help in the kitchen.



Keeps left-overs fresh in ice box

Wrap left-overs in a sheet of Patapar and put them in the ice box. Check hands clean. After every meal, especially when you're wrapping up, Patapar prevents odors from reaching other food.



Where you can buy Patapar

Patapar comes 10 large sheets to the package. Carry it in a pocket, bag, or box. It's so handy that it's a real help in the kitchen. Buy it in any grocery store, or if you don't find it in your favorite shop, write to the Paterson Parchment Paper Company, Passaic, N. J.

PATERSON-GENUINE-VEGETABLE-PARCHMENT
THE INSOLUBLE WRAPPER FOR DELICATE FOODS

Lower Production Costs

The Hecker H-O Company of Buffalo, New York, one of the largest manufacturers of cereals in the country, after careful investigation of the various methods of sealing paper shipping cases, finally installed Standard Sealing Equipment Corporation's automatic units for this purpose. Their reason for so doing was because of the absolute necessity of 100% automatic performance.

Stop and think of the confusion that would occur by even a temporary tie-up of one of these sealing machines. With their enormous production, the accumulation of unsealed boxes even in a short time, would be so great as to be unmanageable and would, therefore, cause a shut-down further back in the line which would mean a serious curtailment of production. Standard Sealers are 100% automatic.

STANDARD SEALING EQUIPMENT CORPORATION

Rawson Street and Queens Blvd., LONG ISLAND CITY, N. Y.
CHICAGO, ILL.—208 West Washington Street

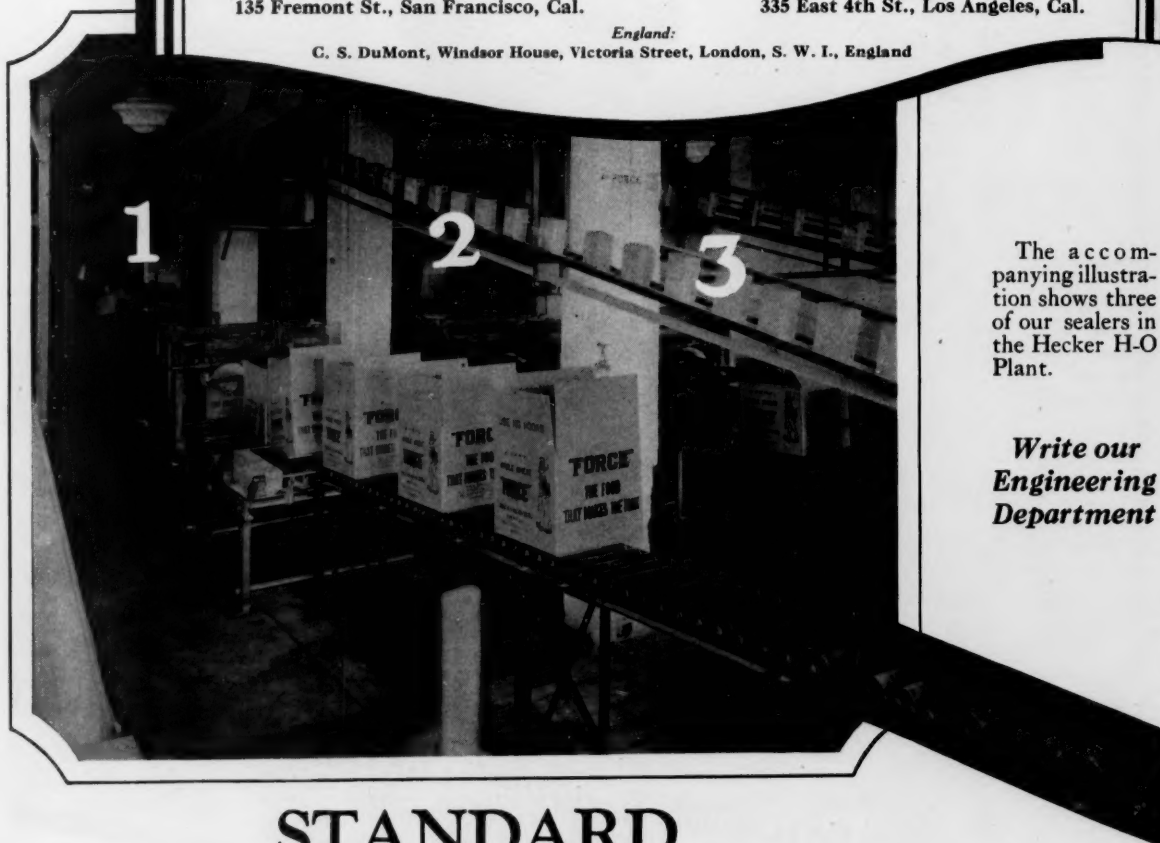
On the Pacific Coast:

MAILER SEARLES, Inc.
135 Fremont St., San Francisco, Cal.

JOHN F. WILLARD & SON
335 East 4th St., Los Angeles, Cal.

England:

C. S. DuMont, Windsor House, Victoria Street, London, S. W. I., England



The accompanying illustration shows three of our sealers in the Hecker H-O Plant.

**Write our
Engineering
Department**

STANDARD
Full Automatic Container Sealers
Increases Plant Profits

PEARL PAPERS

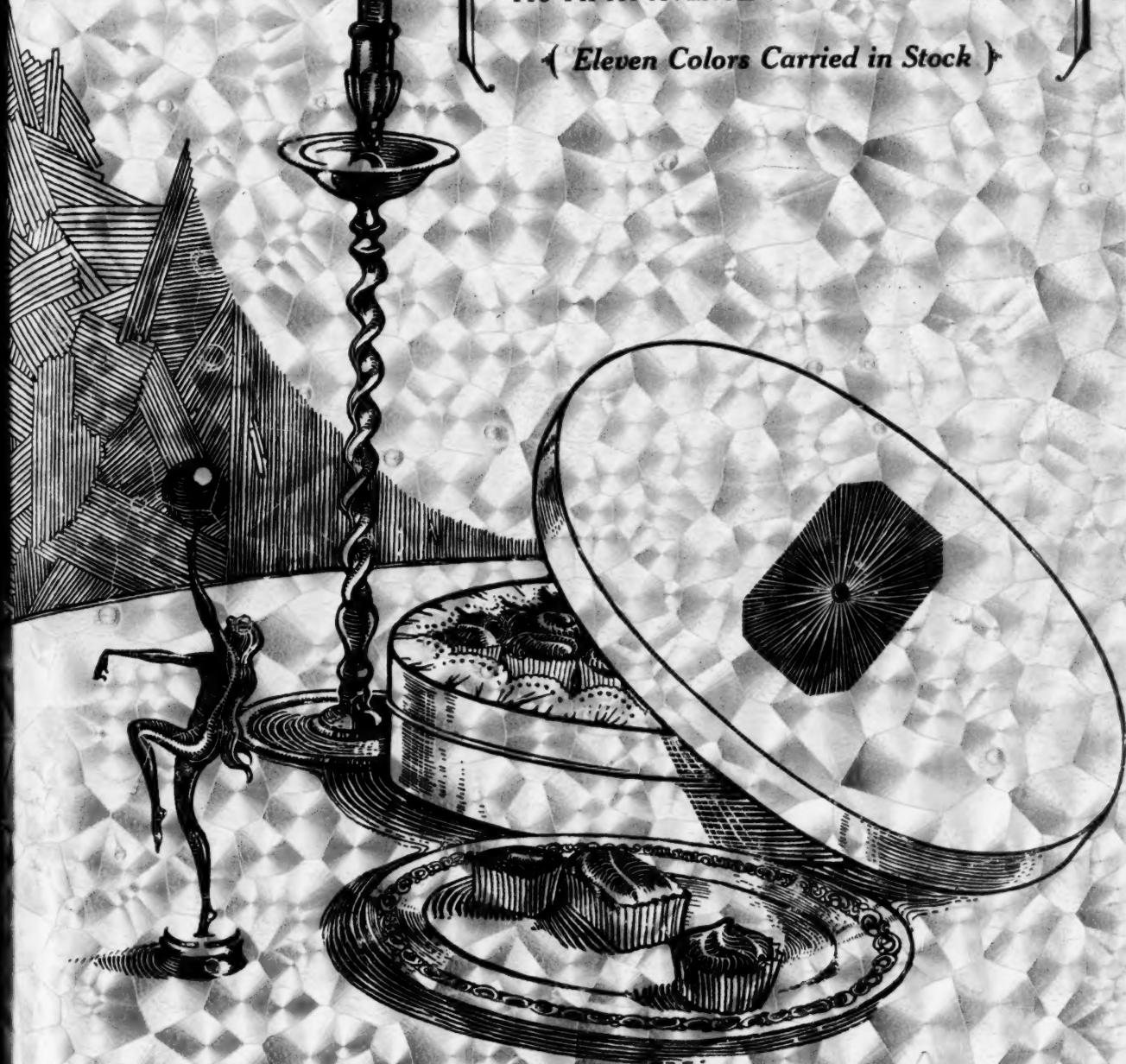
EXCLUSIVELY BY

Keller-Dorian Paper Co., Inc.

110 FIFTH AVENUE

NEW YORK

(*Eleven Colors Carried in Stock*)



An Interview by Proxy

FRESH off the press—one of the most unusual books ever published by an industrial concern. Its title is "An Interview." It is not a catalog—in fact not a single picture of a machine appears in its pages. It is, as its title implies, an interview which we believe will prove more interesting to manufacturers of packaged products than any technical catalog could be. A fifteen minute interview with America's leading producers of packaging machinery and America's leaders in mass production, that may prove invaluable to you in the future. Full color, brief, concise and as we said before extremely unusual in conception and content. This book will be sent free to executives. Use the coupon.

PNEUMATIC SCALE CORP., LTD.
NORFOLK DOWNS, MASS.

Branch offices in New York, 26 Cortland St.; San Francisco, 320 Market Street; Chicago, 360 North Michigan Avenue; Melbourne, Victoria; Sidney, N. S. W., and London, Eng.

PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD. DEPT. 712
NORFOLK DOWNS, MASS.

Please mail a copy of "An Interview" to:

Name.....

Firm.....

Street.....

City..... State

IS IT DRY?
IS IT FRESH?
IS IT CLEAN?
IS IT SOGGY?
IS IT REALLY GOOD?
HAS IT BEEN DAMAGED?
HAS IT BEEN HANDLED?
I WONDER WHO BAKED IT?



LET
RIEDEL'S WAXED
GLASSINE
Jewel Brand

THE MOISTURE-PROOF, GREASE-PROOF, TRANSPARENT CAKE WRAPPER

ANSWER THESE QUESTIONS

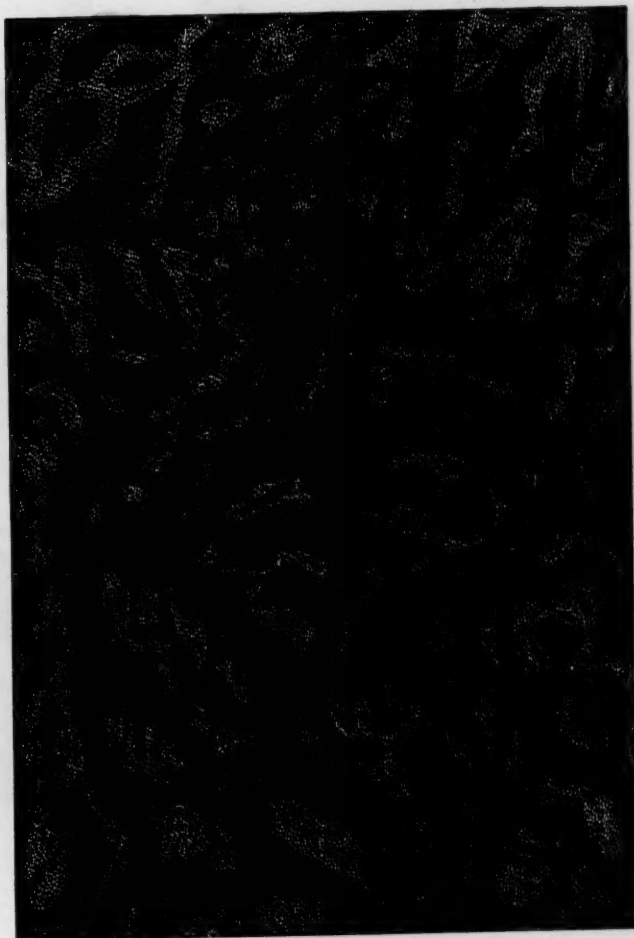
Made by
THE WARREN MANUFACTURING COMPANY
342 Madison Avenue
New York

Chicago Office
111 W. Washington St.

THE BUYER SELECTS THE DISTINGUISHED

IN every field to-day, distinction is the buyer's criterion. It is not enough to reject the commonplace and trite—one must learn to select the truly distinguished from the merely faddy.

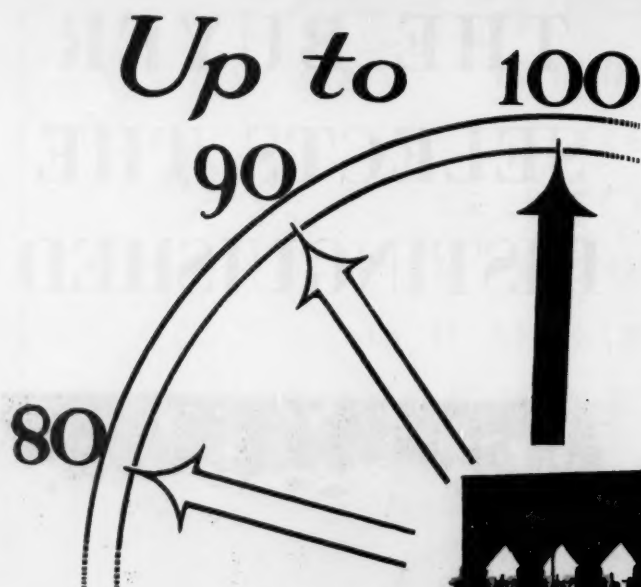
The C. R. Whiting Co. has succeeded in drawing the fine line between distinction and freakishness with the result that the new Miss America Line of American Beauty Papers is one of the finest American-made papers.



C. R. WHITING CO., INC.

281-287 New Jersey Railroad Ave.

NEWARK, N. J.



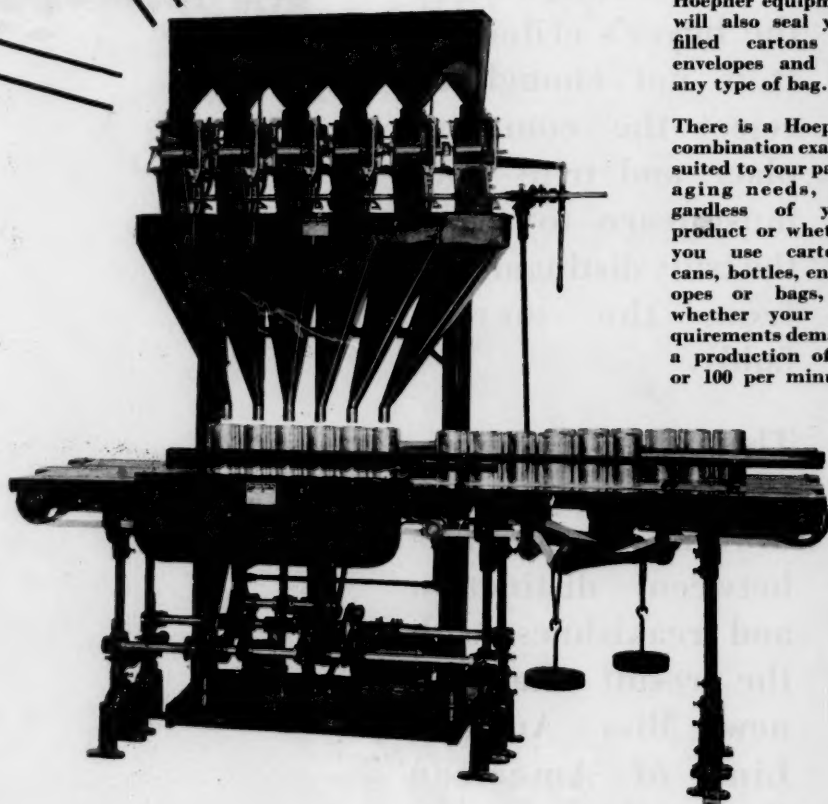
Packages per minute

PRODUCTION speed with Hoepner Units is an accepted fact—but speed without sacrificing accuracy of weight is a Hoepner accomplishment that places this equipment in the forefront of automatic packaging machinery.

Hoepner equipment will automatically weigh or fill practically any dry product in any quantity into any type of container and at any desired speed—with absolute accuracy.

Hoepner equipment will also seal your filled cartons or envelopes and sew any type of bag.

There is a Hoepner combination exactly suited to your packaging needs, regardless of your product or whether you use cartons, cans, bottles, envelopes or bags, or whether your requirements demand a production of 10 or 100 per minute.



*This combined weigher
and filler will handle 100
packages per minute.
Built to fit your needs.*

CONSOLIDATED PACKAGING MACHINERY CORP.

Operating

Hoepner Automatic Machinery Corp.

*Designers and Makers of Automatic Weighing and Packaging Machinery
1400 West Avenue, Buffalo, N. Y.*

HOEPNER

STANDARD FOR THIRTY YEARS

BOX POWER

The main reason for box or package coverings is to create sales of merchandise.

Specialty Papers by Dejonge give more than mere appearance to boxes; more than beautiful colors and unique designs. They give BOX POWER attention compelling selling power!

Send in the coupon below for the latest Dejonge sample book showing Specialty papers by Dejonge which assure BOX POWER.

NEW YORK



CHICAGO

PHILADELPHIA

LOUIS DEJONGE & Co.

COUPON

Louis Dejonge and Company, Dept. C.,
69 Duane Street, New York City.

Kindly send me sample book No. 170B

Name

Street

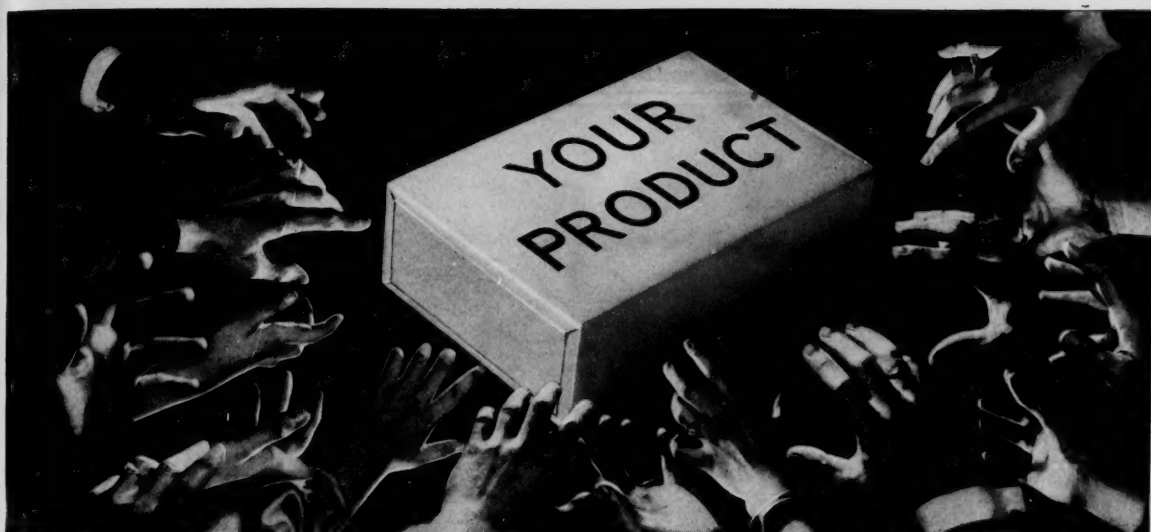
City

State

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J



How many hands will reach for it in 1930?

TODAY, more than ever, the American public expects constant improvement. Often a new product marches past older, well established competitors, simply because it embodies some slight improvement, either in the goods themselves, or in the way they are packaged.

Compare the old-fashioned lemon drops in a pasteboard box with the handy, attractive foil-wrapped package of fruit-drops you see today.

Notice how much more inviting many an old package looks simply because it has been "dressed up" in a transparent wrapper of Cellophane.

Think of the contribution waxed-paper wrapping has made to the merchandizing of

cereals and other food products which must be kept fresh in order to be enjoyed at their best.

How to improve your package

As makers of the machines which wrap the bulk of America's package goods, we are familiar with modern trends in packaging, and can give expert advice on the packaging of your product. A careful study of your problem may show you not only how your package can be given greater sales appeal, but also how costs can be lowered. Get in touch with our nearest office.

Package Machinery Company Springfield, Massachusetts

New York
30 Church St.

Chicago
111 W. Washington St.

London: Baker Perkins Ltd., Willesden Junction

Wrapping "difficult" products

Perhaps you feel that your product is "so different" that it cannot be wrapped by machine. Maybe you are right. Maybe you are wrong. Any way, bring your problem to us—*solving problems built our business.*



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines



Ferguson Automatic Top and Bottom Sealer, installation at plant of Victor Talking Machine Company, Camden, New Jersey. This machine is helping to solve the production problem in packaging the Portable Victrola.

VICTOR Talking Machine Company, makers of the world-famous Victor Orthophonic talking machines, know that efficiency in sealing shipping cases requires properly designed and well constructed automatic container sealing machines.

FERGUSON machinery is backed by actual performance records, it has been tested under every conceivable condition and severity of service, as the many repeat orders will testify.

The ability of the FERGUSON Sealer to give unrivalled service and economy is due to its practical design and the quality built into each machine—unnecessary intricate parts have no place in the FERGUSON Sealer.

FERGUSON Machines are economical because they require a surprisingly small amount of floor space, replace the cost of hand labor and produce with speed unsurpassed in the packaging world.

Ferguson Automatic Machines are found in manufacturing plants the country over.

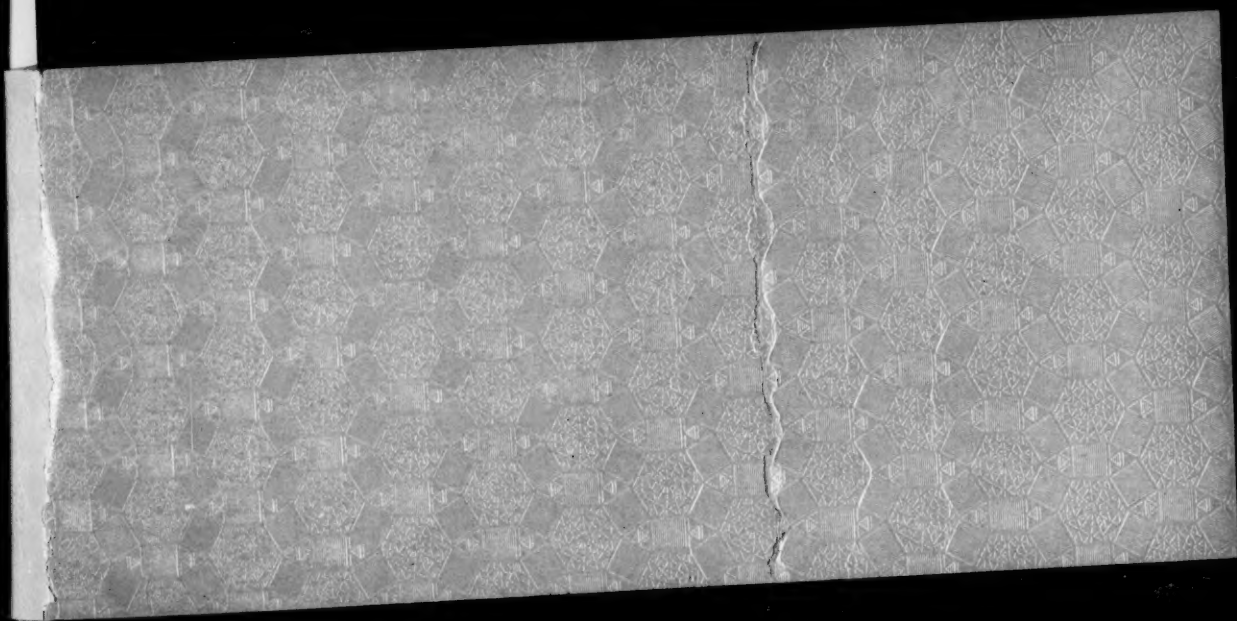
See our exhibit at the Convention of National Canners' Association, Stevens Hotel, Chicago, during week of Jan. 20, 1930



Increase Your Production
by the use of
FERGUSON PACKAGING
MACHINERY

J. L. Ferguson Company
JOLIET - ILLINOIS
ST. LOUIS NEW YORK LOS ANGELES **Jfco**

CONSULT A FERGUSON
ENGINEER. THIS SERVICE
IS EXTENDED WITHOUT
OBLIGATION



3

N
CE
T

ng

Jan

TALL AIRY

The majestic
lines of today's towers carry the eye upward beyond all thought of the hidden base.

Yet every dream tower is built upon as carefully planned a foundation as the mind of man has been able to devise.

So it is with every other thing of beauty. The eye carried away . . . ignores the foundation. But the foundation must be there . . . beauty must have a base.

And the finest foundation yet devised for the quality box is

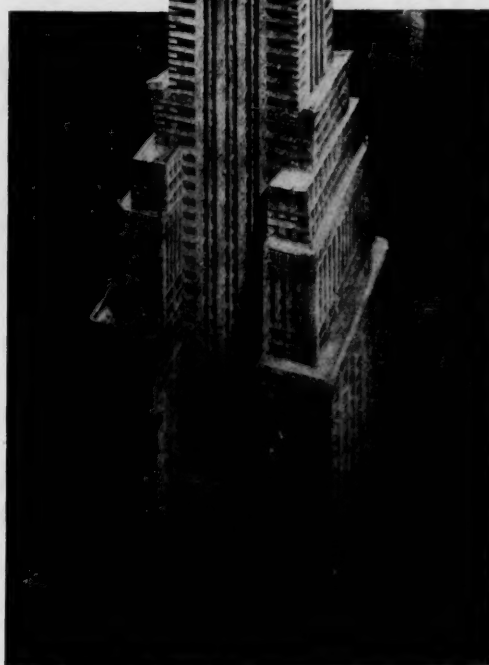
ROYAL SATIN

There are no arguments about ROYAL SATIN BOARD. It is always uniform . . . supreme as to quality and finish . . . the finest that can be produced.

If you are using ROYAL SATIN . . . we are merely wording your thoughts.

If you are not . . . as yet . . . see what there is in ROYAL SATIN that has won it so many users . . . admirers . . . and steady purchasers.

The insert herewith is a sample of No. 70, 26 x 38 ROYAL SATIN lined one side Buff Mica M. A. 5032-101 by Louis Dejonge & Co., other side our own White Litho.



Chrysler Building

THE BUTTERFIELD-BARRY COMPANY

Sole Producers

Buffalo District
MAURICE W. SIMON
BUFFALO, NEW YORK

174 Hudson St.,
NEW YORK, N. Y.

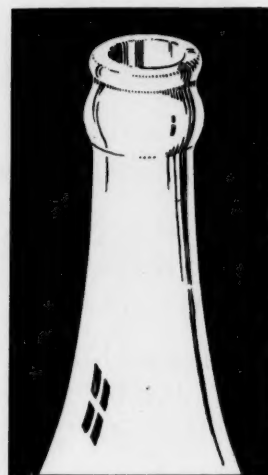
Oldest Established Paper Board Distributors in America.

if labeling is the Bottle Neck in your production

the labeling machine division of the "Liquid" can help you solve your problem by speeding up production—by more accurate labeling (especially on difficult labeling jobs)—by economizing and simplifying through less manpower, fewer machines or both.

Because we manufacture all types and sizes of successful labeling machinery, we are in a position to recommend the proper machine for your particular job. From the completely automatic Duplex Labelers capable of handling 120 containers with ease to the small Midget Labeler with a speed of 30 Per minute. The types of containers which these machines will handle range from 10 pound cans to tiny vials with labels smaller than a postage stamp.

A special labeling machine representative will be glad to discuss your problem with you, without obligating you of course. Address Dept. L-10.



THE O & J LABELING MACHINE COMPANY

WORCESTER, MASS.

A division of

THE LIQUID CARBONIC CORPORATION, CHICAGO, ILL.



MAKE your containers invite companionship. Give them that touch of elegance which makes the purchaser feel their intimacy. Give them the sales qualities which compel the buyer's attention. You secure these with Mason Fancy Boxes.

The Mason Box Company

Established 1891

ATTLEBORO FALLS, MASS.

Chicago Office
55 EAST WASHINGTON STREET

New York Office
175 FIFTH AVENUE

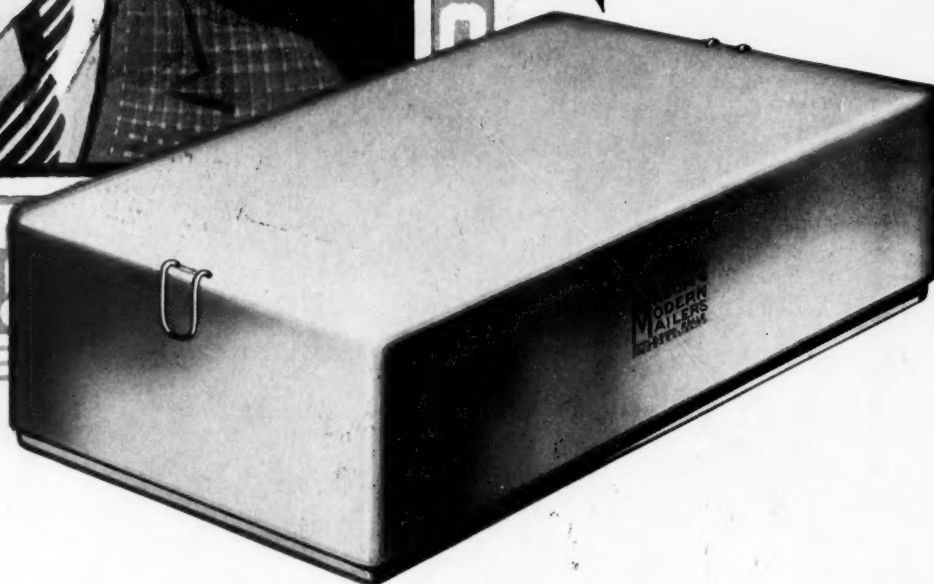
Providence (R. I.) Factory
69 SPRAGUE STREET



???.???.???

Look into this postal shipping question

??



*Unsatisfactory packaging causes waste in labor and material and slows up shipments. **Mason Modern Mailers** are the solution adopted by leading shippers from Maine to California. What makes*

*the ideal mailing container? Isn't it complete protection against damage or pilfering, speed in handling, lowered postage costs, better appearance? You'll find all in **Mason Modern Mailers**.*

Send for the handsome, new catalog!

Mason
Modern Mailers
The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Room



Flatiron Building-175 Fifth Avenue

Ator
Aut
Bea
Com
Can
Can
Clo
Cos
Cig
Dis
Des
Elec
ap

Jan

No Breakage Since Using Kimpak



*"You certainly have
a great product"*

says *Billy B. Van*

A typical box of Billy B. Van's Pine Tree toilet preparations is illustrated at the left, showing how KIMPAK is used to protect them in transit. Mr. Van writes further—

"Since we have been using KIMPAK in our Packing Department, we have entirely eliminated breakage in our shipments of Pine Tree Products in glass containers. In fact, we could hardly get along without it."

A few typical products packed in Kimpak

Atomizers	Glassware	Spectacles
Automobile parts	Gift set boxes	Stuffing bottles or
Beads	Ink	tins of tablets or
Compacts	Jewel cases	capsules
Candles	Lenses	Silver plate
Candlesticks	Mirrors	Toilet articles
Clocks	Novelty jewelry	Vanity cases
Cosmetics	Optical products	Etc., etc., etc.
Candy jars	Perfumers	
Cigarette lighters	Perfumes	
Display easels	Patent medicines	
Desk sets	Pharmaceuticals	
Electrical	Radio tubes	
appliances	Scientific	
	instruments	



DO YOU want to save money in packing? Do you want assurance your products will arrive without damage, clean, attractive and in perfect condition?

Then investigate Kimpak.

We will gladly send free samples without the slightest obligation.

Kimpak is being used by thousands of firms to protect a wide variety of products. Its resilience cushions shocks and avoids breakage. Its downy softness protects beautiful finishes. It is capable of absorbing and holding sixteen times its weight in moisture, far in excess of Parcel Post requirements. Its beauty pleases your customers and stamps your product as *super* quality. Approved by express and postal authorities.

Mail the coupon for free samples.

Kimpak

REG. U. PAT. OFF. AND FOREIGN COUNTRIES

Crepe Wadding

Rolls, sheets or pads to
suit your convenience



KIMBERLY-CLARK CORPORATION, Neenah, Wis.

Address home office or sales office at:

208 S. La Salle St., Chicago, Ill. 122 E. 42nd St., New York City

We accept your offer to send samples of KIMPAK CREPE WADDING to test out under actual conditions. MP-1

Name.....

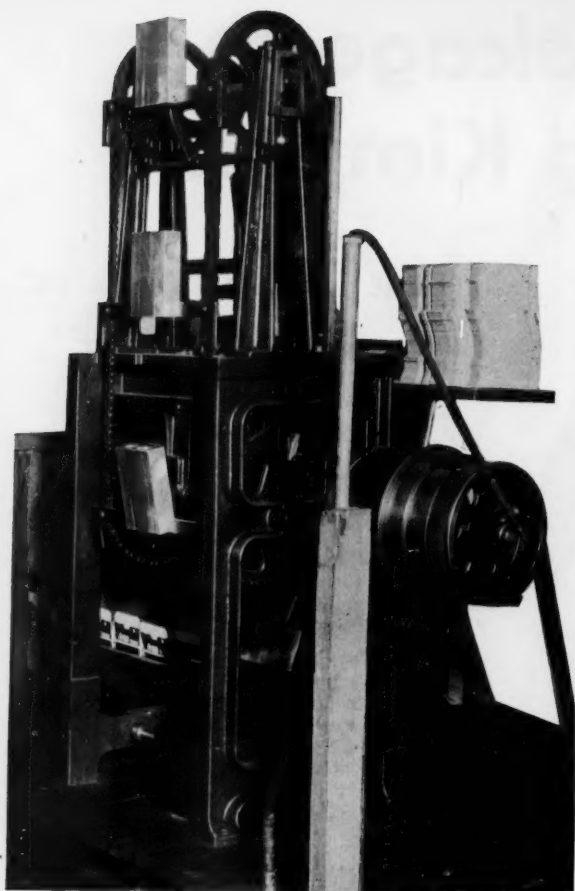
Address.....

Attention.....

Our product is.....

We are interested in:

() Rolls.....wide. () Sheets, size..... () Pads, size.....



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Peters machines need be
sold only once. After
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The reasons? We might
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NO WONDER THEY SELL~

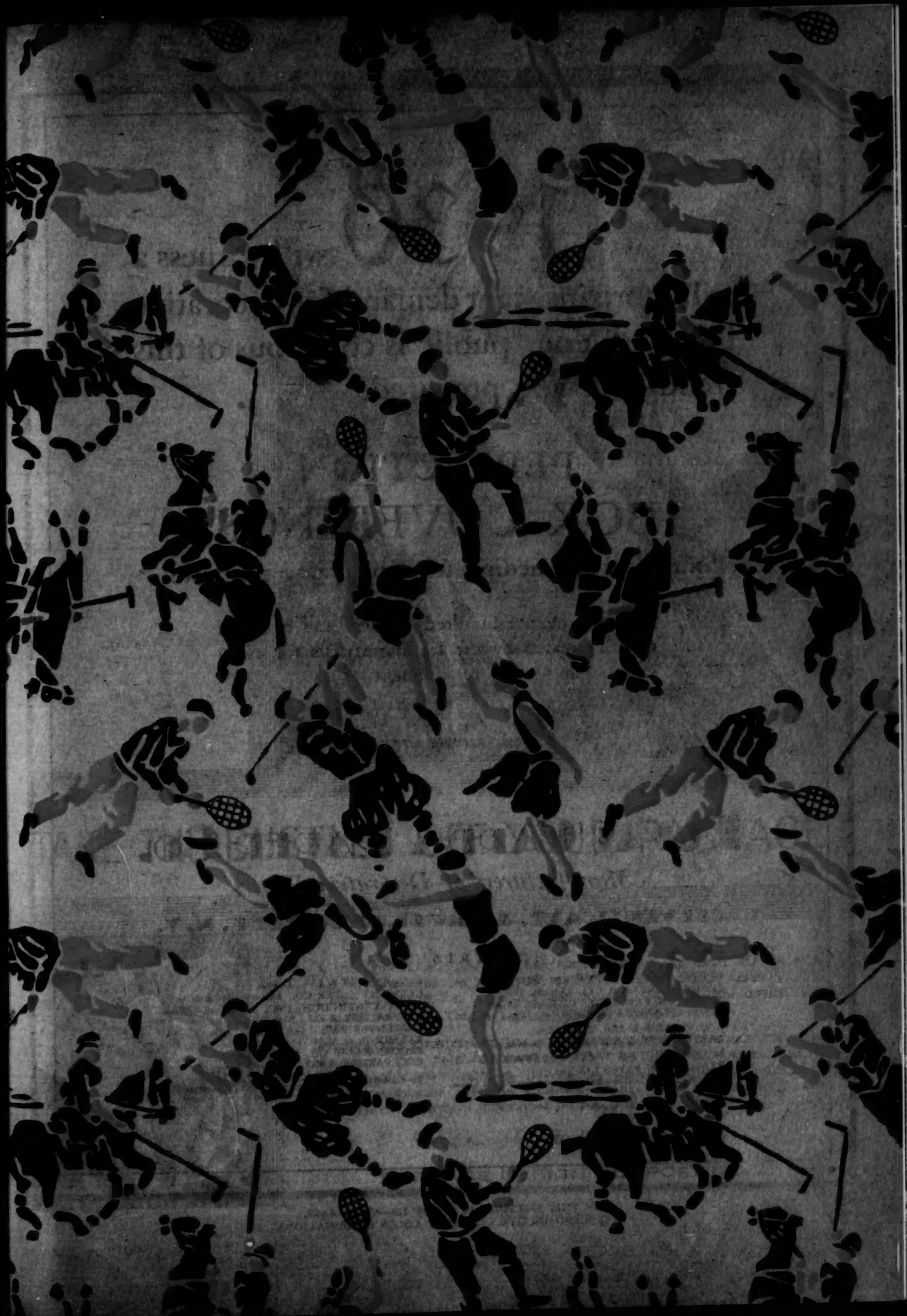
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plant. Will you let him try?
Just ask for the Peters man.



PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
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ng

1930 will witness a
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boxes. ¶ Your public is conscious of this
trend—are you prepared?

PERFECTION BOX COVERINGS

offer you the medium for capitalizing this taste.

We manufacture hundreds of new and beautiful
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seasonal and staple requirement.

¶ Use our sample service freely ¶

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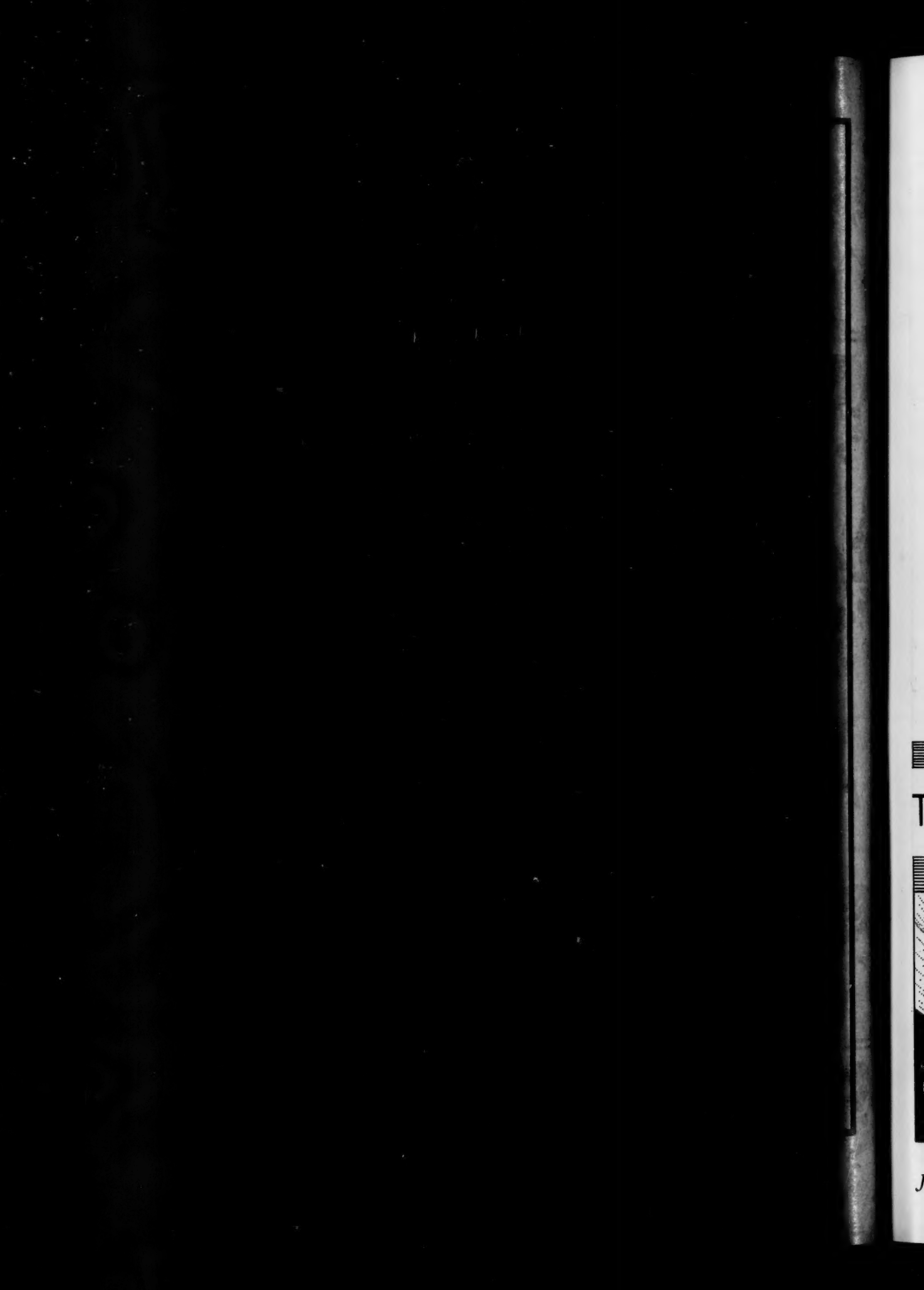
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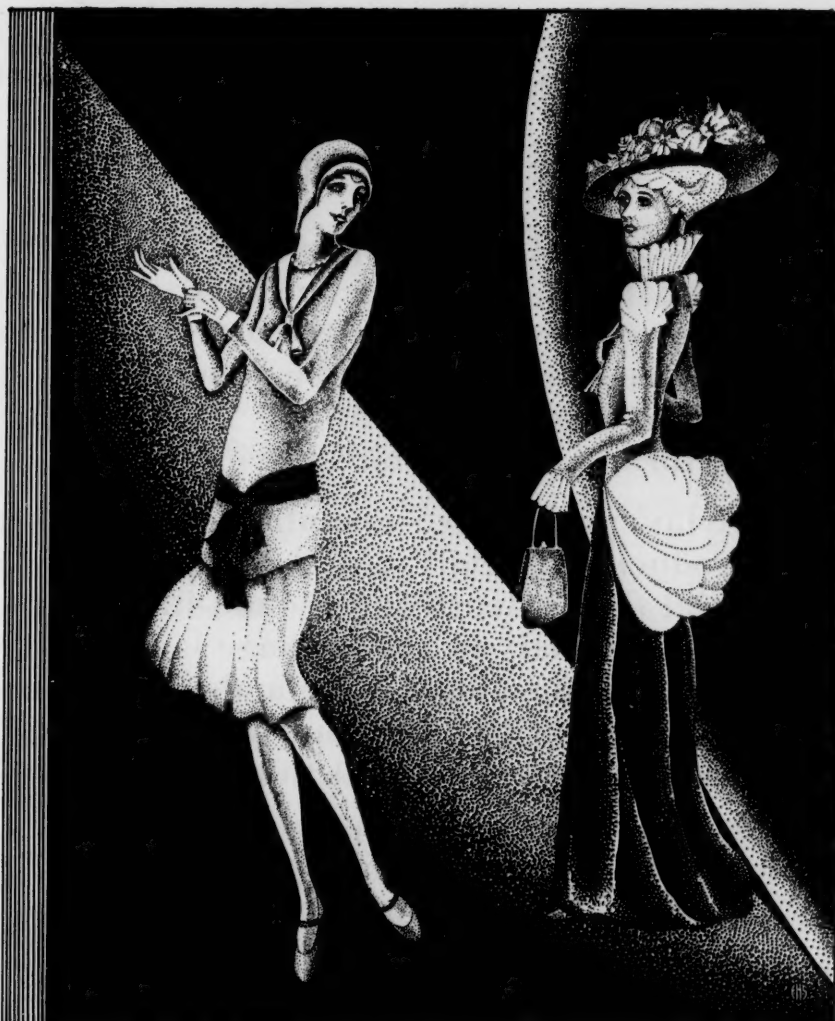
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THIS SPECIMEN IS SERIES 226—GOLD BASE.
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TAKE THE BUSTLES OFF YOUR PACKAGE



A 1930 PRODUCT IN AN 1890 PACKAGE IS AS OUT OF PLACE AS A SUB-DEB IN A HOOP SKIRT. YOUR PACKAGE, YOUR LAST CHANCE TO ADVERTISE, MUST HAVE EVEN GREATER SALES APPEAL THAN THE ARTICLE ITSELF.

PACKAGES DESIGNED BY A FIRM DEVOTING ITSELF EXCLUSIVELY TO THE CREATION OF BEAUTIFUL—AND SELF-SELLING—CONTAINERS, HAVE A SALES-COMPELLING ATTRACTIVENESS WHICH COMES ONLY AS A REWARD OF YEARS OF SPECIALIZATION IN PACKAGE DESIGN.

SPECIALISTS IN PACKAGE CREATION

PACKAGE DESIGN CORPORATION
8 MURRAY STREET NEW YORK, N. Y.

The Package Reflects the Quality of the Merchandise Within

SUCCESSFUL competition in the distribution of merchandise recognizes the package as a very important factor. To conform with modern merchandising methods the package must be more than a means of protection and identification; it must be designed to perform a very definite service.

Today, progressive manufacturers, who package their products for retail sale, develop the package first and build their advertising around it. They realize that, in the final analysis, the package is the first direct contact with the consumer as it stands on the shelf or counter competing with numerous other brands. And it is at this psychological point that a sale is made or lost.

A pretty picture won't do. Package designing has become a separate art in the field of merchandising, demanding the attention of specialists with experience in the creation and designing of packages from a merchandising point of view.

The Package Design Corporation functions purely as a creative and advisory organization in the design of packages. Creating new packages or redesigning old packages and all things relative to modern packaging is our work. Not a department stuck away in the corner of a manufacturer or agency.

We offer you a distinctly unique and unbiased service in the preparation of individual designs and ideas for packages. A letter, outlining your package problem, will receive our thorough and prompt attention.

PACKAGE DESIGN CORPORATION

**EIGHT MURRAY STREET
NEW YORK, N. Y.**

SERVING A NATION'S APPETITE~

A fast living nation demands quickly served foods. And large scale production demands quick, accurate and efficient packaging. Stokes and Smith American Fillers, single or duplex, are packaging powders and pastes whose varieties run into the hundreds.

Envelopes are only one of the many types of containers that can be filled. Cans, bottles or opal jars can be handled with facility. It is only a very unusual type of container that cannot be filled.

These machines will fill packages from 1/2 oz. to 5 lbs. and can be supplied to give you a speed of from 15 to 75 units per minute.

Stokes and Smith Co. also manufacture Carton Top and Bottom Sealers, Gross and Net Weight Scales, Tight Wrappers and Carton Filling Machines.

This Duplex Filler fills and seals cocoa and similar powders into envelopes.

STOKES & SMITH COMPANY

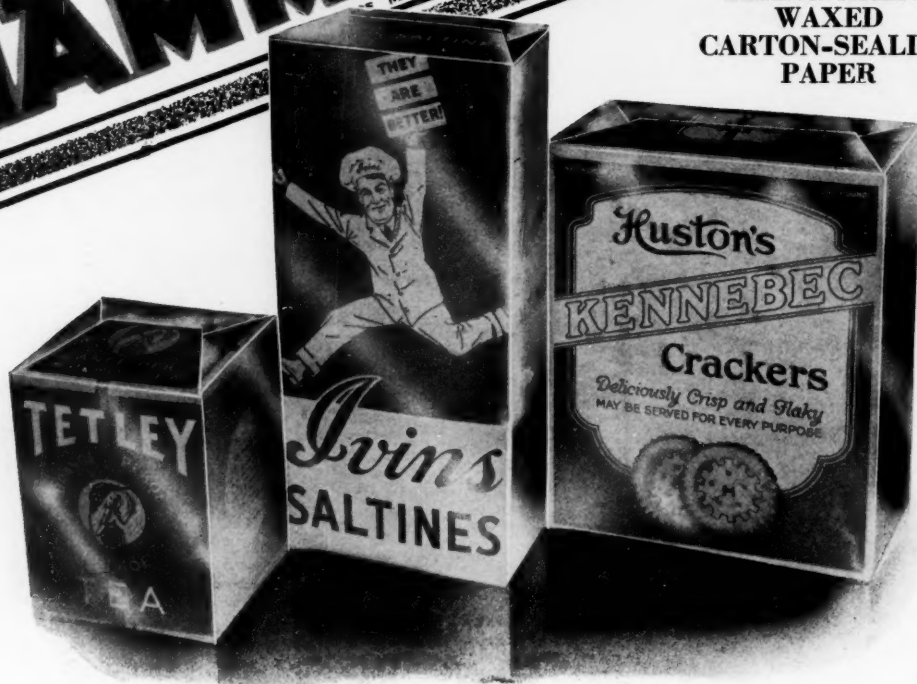
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SEND FOR SAMPLE ROLLS OF HAMMERCLEAR IN YOUR SIZE

THE HAMERSLEY MANUFACTURING CO.

GARFIELD, NEW JERSEY

PAPER MAKERS

SEND US YOUR PACKAGE

WE WILL RETURN IT WRAPPED

TRADE
REG. U.S.



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SPREADING OUT *s s s*

Into High-Speed Wax Wrapping for **LARGER PACKAGES**



New sizes... new fields... The protection of wax paper is now extended to new dimensions. Practical problems, that have so far held the advantages of wax wrapping to comparatively small packages, are solved in the new Johnson Wax Wrapper. Caddy sizes in biscuits, crackers, ice cream cone containers, etc., come within the protective insulation of outside wax wrapping, hermetically sealed. Other products will go "airtight" for the first time.

All the rich engineering experience gained in the development of other Johnson high grade packaging machinery has been drawn on to produce this special model Johnson Wax Wrapper.

While the goal has been in sight for several years, it remained for the Johnson Automatic Sealer Company to manufacture a machine that would handle *large sheets* of waxed paper to wrap *large packages* at high speed and efficiency.

*Johnson Wax
Wrapper
Model L—For ex-
traordinarily large
packages.*

Write—or wire—for detailed facts.

Johnson Automatic Sealer Company, Ltd.

Subsidiary of the Battle Creek Wrapping Machine Co.

Battle Creek—Michigan

Why Billy B. Van Uses a Wooden Box

BILLY B. VAN uses a New England wooden box with branded design for packaging his Pine Tree Products.

And this is what he has to say about it:

"A good many packages today seem to be developed with the idea that a package should be a guessing contest. This is all wrong; the package itself should tell at first glance just what is inside.

"In creating our gift boxes we have been approached by various box makers with suggestions that we use silk lined boxes, or paper covered boxes—almost any kind of box except the one we are now using. I believe that the Pine Chest made of rough pine board with designs burned in suggests better than any other type of box that we could obtain, the character and quality of the products it contains. It looks rough, woodsy, healthy and sunshiny and that's the way I want my packages to look."



The New England Box Company's facilities consist of two fancy box and display factories, a complete designing and merchandising department and practical experience gained over the last thirty years serving the largest users of fancy packages in the United States. Write us for our ideas and suggestions and how we believe we can help your particular product sell. The New England Box Company produced the Van package shown above. We can help you bring your product into the foreground by the medium of an attractive package.

NEW ENGLAND BOX CO.
GREENFIELD, MASS.





BROCADE MODERNE

BY HAMPDEN

ALL that was lovely in time past is lovely today. The pottery of Wedgwood, the tapestries of Bayeaux....the rugs of Persia. But with new ways of living comes new modes of expression.

Hampden has at all times presented to the box industry designs of exquisite beauty and colorings....nothing of the ultra-futuristic....the bizarre. Creations, while new, are yet in harmony with age-old tradition.

We now present Brocade Moderne, an unusually beautiful box covering with floral background developed in modern tracery....overeffects in silver.... a fancy box paper easily printed, with a surface plain enough to show up printed box designs to good advantage.

Brocade Moderne is offered in a wide variety of pastel shades, suitable for all types of boxes....another Hampden creation to lend true distinction to your container.

Send for samples and working sheets. No obligation, of course.

**HAMPDEN GLAZED PAPER
AND CARD COMPANY**
HOLYOKE, MASS.

NEW YORK : PHILADELPHIA : CHICAGO
SAN FRANCISCO : TORONTO





CARTONS



Service—Quality Originality

THE Chicago Carton Company for over twenty years has supplied cartons to leading manufacturers in every line of industry.

These years of experience have built for us a reputation for service—quality—originality.

We manufacture plain and printed folding paper cartons made from all grades of box boards, plain or treated with silicate and paraffin. We also manufacture laminated boards of every description including asphalted and glassine lined which give the maximum resistance to grease and moisture.

Millions of our cartons are being used successfully on all types of packaging machinery and we are continually designing display boxes and other special styles of cartons to meet our customers' requirements.

Send us your inquiries. Give us an opportunity to show you what we can do.

CHICAGO CARTON COMPANY

4411 OGDEN AVE.

CHICAGO, ILLINOIS

NATION'S BUSINESS, DECEMBER, 1929
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Celebrating the tin can ★

WERE it not so utterly prosaic the tin can might well be placed beside giant locomotives, highpowered cars, flowing concrete highways and titanic skyscrapers as one of the symbols of American progress. Unfortunately the tin can has a past which seems to bar it from such society. It has been pre-empted by the caricaturist and the proper ornament for a dog's tail, and the head gear of our comic-page buffoons that any attempt to elevate it provokes hoarse laughter.

Yet it is difficult to appraise our dependence upon this humble container or to estimate the debt which we owe it. The tin can has made possible a degree of sanitation in the service of food, a facility in the distribution of all kinds of goods and a preservation of perishable commodities which have added materially not only to the comfort of our existence but to the income of all whom it serves.

From a lowly domestic device the humble tin can has graduated into an instrument of international trade. It has become an ambassador of American commercial progress. Our canned goods are going in increasing volume to all parts of the world. In the years before the war we exported an average of \$20,000,000 worth of canned goods each year.

In 1928 our total exceeded \$78,000,000 while exports for the current year will probably approach \$85,000,000. Since practically all of these exports are food products the tin can is playing an important part in reducing the farmer's surplus. Derided in song and cartoon the tin can is in fact one of the pillars of American prosperity.

Continental is one of the largest manufacturers of tin cans in the world. Within the scope of its manufacture are cans in a variety of shapes, sizes and styles, to meet every packaging need... with some available only from Continental.

"It's Better Packed in Tin"

CONTINENTAL CAN COMPANY INC.

Executive Offices: NEW YORK: 100 East 42nd Street

CHICAGO: 111 West Washington Street

SAN FRANCISCO: 155 Montgomery Street

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CINCINNATI
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CANONSBURG
KANSAS CITY, MO.

ALBANY, GA.
SAN FRANCISCO
SYRACUSE
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HURLOCK, MD.

DALLAS
E. ST. LOUIS
DENVER
SEATTLE
BEDFORD, VA.

MODERN PACKAGING

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VOLUME THREE
NUMBER FIVE

NEW YORK, *January*, 1930

\$3.00 FOR THE YEAR
35 CENTS A COPY

We Interview Billy B. Van on Packages

And Discover That He Is One of the Most Enthusiastic Exponents of Good Packaging and Modern Merchandising

IT would be inaccurate to state that Billy B. Van was once a comedian and is now a business man.

It would be likewise untrue to designate him as a business man who was once a comedian. His status at present can be explained only by a realization of the fact that his success as a comedian was the result of an ingrained business acumen and that his success in business is the direct result of his understanding of human nature.

A few years ago he began to manufacture soap. He succeeded, after long experimentation, in doing something that had not been done before; namely, capturing the true fragrance of the pine forest in a cake of soap.

At the end of Mr. Van's first year in business he had sold a million cakes of soap and the product was being carried by more than ten thousand stores. We felt that the attractive packages he has used might have contributed toward the success of his venture into this field and asked him to tell us what he thought about the value of packaging in a merchandising campaign.

"Most manufacturers make the mistake of thinking that the package is a new idea in merchandising," said Mr. Van. "This is not true. In my opinion, packages have been in use since the beginning of the race. What do you suppose sold Adam on the Eve proposition? Wasn't it the package? When a young man falls in

love with a girl and wants to make an impression, he doesn't get out his dirtiest clothing, cover his face with grease, leave his hands unscrubbed and go and visit her.

He rushes home from work, puts on his best clothing, slicks down his hair with some sort of glue, washes his hands and gets himself all dressed up. He is trying to sell himself through the medium of his outward appearance—the package. The same is true of the girl.

"Years ago when I was on the stage and playing the comedian I didn't walk out to the footlights in my ordinary street clothing with a stern face and announce that I was going to be funny. I dressed up in baggy pants, put on a red nose and came on the stage, and at that minute the audience knew I was the comedian. Again the package told the story.

"I firmly believe that Flo Ziegfeld is the best exponent of the value of attractive packages in the world today. Just look at his receipts!

"A good many packages today seem to be developed with the idea that a package should be a guessing contest. This is all wrong; the package itself should tell at first glance just what is inside. A plain white package might sell a small number of people, but it wouldn't sell without good sales talk. Business conditions today are such that no one in retail business has



Billy B. Van, the big lather and soap man from New Hampshire



Family resemblance in packages used for Pine Tree products

time to give a lecture on the contents of a package.

"When it came to designing the package for my Pine Tree soap I didn't outline the requirements to a half-dozen artists and say go ahead. I selected a good artist, gave him plenty of samples of the product, told him to go home and use it up and then come back and work out my designs. He had to know first, before he could create a design, everything about the product. It was also necessary that he know the 'dominant note' of the soap. I had succeeded after long experimentation in capturing the fragrance of the pine trees in a cake of soap and I wanted my package to speak for itself. In working out the color design we selected what I think is the most attractive color combination. Why? The packages are developed in green and white and most of the paper money we handle is in green and white, and if anything is more attractive than paper money to the average individual—let me know what it is.

"The design of pine trees, great hills, fleecy clouds suggests not only the fragrance of the soap but the place where the soap is made. The words 'Pine Tree Products Company, Newport, N. H. (the Sunshine Town)' on the front of the package are very important. Hoboken, N. J., or Pittsburgh, Penn., wouldn't mean a thing. Those lines tell the person observing the package that the product is made in the country—the land of sunshine, pine trees and God's mountains.

"IN merchandising this soap of mine I made no extraordinary claims. Advertising, directed toward the medical profession and published in the *American Medical Association Journal*, stressed only the purity of the product and its ability to keep 'everything clean but your conscience.' In sampling to the medical profession I enclosed a short note telling the doctors that I knew that my soap wouldn't cure fallen arches, frac-



The Pine Chest Gift Box contains an assortment of Pine Tree products and a balsam pillow

tured hips or internal disorders, but I was sure it would keep people clean. The cake of soap sent to the doctors was wrapped in one package and placed inside another one, so that I used two packages. The immediate suggestion received from this method of packaging was one of careful sanitation and cleanliness. The mere unwrapping of two packages in order to get at the product suggested that some one wanted the product to reach them in a sanitary condition. The response to this sort of advertising was amazing. The doctors recommended this soap to their professional associates and to their patients.

"Every new package leaving our factory comes over my desk. Special orders are given particular attention, but all package designs receive my personal consideration. Recently some one ordered a package to be sent to an old lady in a hospital. When the order reached us I did not hand it over to some one else to fill. I saw

large letters. In many cases they evoke memories of days spent among the pine trees. The curiosity to find out what is inside brings the desire to possess.

"MANY people have asked me why we didn't make our packages more feminine. Why we didn't dress them up. Perhaps add a few French phrases—perhaps a tassel or some satin somewhere on the package. My answer to that is this: That a man who bathes with or uses Pine Tree soap smells clean and masculine. In other words, he is a regular he-man, and if there is anything more attractive to a woman than a regular he-man I want to hear about it.

"In creating our gift boxes we have been approached by various box manufacturers with suggestions that we use silk-lined boxes, or paper-covered boxes, almost any kind of box except the one we are now using. I believe that the Pine Chest made of rough pine board with de-



Mr. Van calls them his boys and girls. Someone facetiously designated them as "Mammy Singers"

to it personally that this package was prepared specially for the dear little old lady. Sprigs of princess pine, a box of lavender, little added touches were enclosed in the regular Pine Chest Gift Box, so that when the little lady received her gift she knew instantly that it had been prepared specially for her.

"Merchandising, in my opinion, is built on a triangular theory. In life two men and a woman or two women and a man create a very interesting although sometimes unhappy triangle. On the stage the person in an embarrassing position, the man who has put him there and the third person, the observer, create another triangle. In merchandising, the first side of the triangle is curiosity, the second side desire. Desire is almost always bred of curiosity, and the third side is possession. This is what we have tried to do with our packages. First make the people curious. The words 'Pine Tree Soap' appear in

signs burned in and tied with rough cord suggests better than any other type of box that we could obtain, the character and quality of the products it contains. It looks rough, woodsy, healthy and sunshiny, and that's the way I want my packages to look.

"Many people have said that my success in business is a modern miracle. It isn't. There is nothing mysterious or occult about it. We have just applied common sense rules to merchandising Pine Tree soap. I have made no false claims and have brought to people surfeited with odors and sickening perfumes the breath of the forest.

"Sometime ago, while composing a sales letter, I lifted my eyes from my desk and looked out over the surrounding country. The first frost had arrived the night before and all over the miles and miles of forest I could see leaves turning to (Continued on page 51)

EDITORIAL

Looking Ahead

WE are in the midst of stock taking. We are reviewing mentally the things we have done in the past year, the things we have not done, and in keeping with the spirit of the times we are in the process of forming certain resolutions which will serve as a guide—we hope—for the forthcoming months of 1930.

Quite a job at that. We recall that when the first issue of this publication made its appearance, one of our "well wishers" asked, "What do you expect to run in subsequent numbers? Seems to me you have said all there is to say in this issue." Which indicated, at that time, one of two things—either we had done a good job or else we were "dripping wet" as to the field we proposed to serve. Since that memorable occasion we have had frequent cause to discard both opinions. We were, we think, being "spoofed," for not only has the subject matter improved—so we have been told—but with each succeeding issue we find an ever-increasing number of subjects clamoring for attention in our pages. And we still insist that packaging and the use of packages are in their infancy!

To outline the plans for 1930 would require more space than can be properly allotted in this issue and, besides, such an outline would divulge certain subjects which we prefer to withhold at the present time. Then, too, we are going to find plenty that is not now on the schedule for word comes from manufacturers of packaging machinery and supplies that new developments in each can be expected, package designers tell us they are being besieged for new and original package ideas, and certain other groups, who have held back in their acceptance of packages, are preparing to swing in. The year promises well.

To our readers we extend the wish that each may receive a full measure of the prosperity ahead.

The Fog of Packages

OUR earliest recollection of Billy Van—the "Minstrel Man"—was his appearance on the stage, puffing a huge cigar and asking his audience if they could see him "through the fog," knowing full well that his facetious question would get a ready and generous response. At that time, no doubt, there was little thought in his mind that he would enter commercial life, but there is something in his opening remark that might be said to be prophetic. He was then selling Billy B. Van, the comedian. As a business man he again asks us if we can see him "through the fog"—this time through a fog of commercial packages. He again approaches his "selling argument" with the same definite assurance that the "act will go over."

"A good many packages today seem to be developed with the idea that the package should be a guessing contest," says Mr. Van. "This is all wrong; the package itself should tell at first glance just what is inside." This philosophy, or fundamental of packaging psychology, together with his other ideas on the subject are deserving of serious thought—and emulation—on the part of other manufacturers who are seeking recognition for their packages.

One has only to view counter and window displays in the retail stores to appreciate the "fog" of packages which is placed before the buying public. It takes originality, ingenuity, skill and a keen understanding of human nature to develop and perfect a package that will sell successfully in the face of such competition.

Packages Are in Modern Tempo

IN the October, 1929, issue we called attention in these columns to an article appearing in the *Ladies' Home Journal*, "A New Food Vision," which related to the new developments in the freezing process as applied to foods and their packaging. The December issue of that publication includes another article by the same author, Gove Hambridge—"Meats in Packages"—which clearly points out the advantages to the consumer of such a packaging program. Interpreted in terms of the manufacturer who seeks retail distribution for his products, the possibilities can be counted as among the greatest ever offered to those who have sensed, and have taken advantage of, the rapid acceptance of the package idea.

The buyer naturally asks the price of his intended purchase. His decision to buy is based on his impression of the quality of the goods which he expects to obtain—his acquired knowledge of an established or non-established brand and—of still more importance—the mental impression which he receives from the appearance of the package. However, it is an established fact that the public is willing to pay, within reason, a higher price for packaged goods.

"But," asks Mr. Hambridge, "will meats put up so that they look like bonbons be costly?" To which he replies: "At the start they will probably cost somewhat more than meats bought by the older method. But there are several economies possible with packaged meats. Trimmings, taken off and thrown away by the butcher or the housewife, can be used at the packing plant. Shipping costs will be less; no waste will be shipped, and boxes can be stowed economically. Meats can be distributed more sanely than they are now; Miami, where vacationers don't want to bother with roasts, can get a steak without having to buy a whole

carcass with it, and roasts can be shipped to some place with a roast appetite.

"Again, the retail dealer can serve you at less cost if he simply has to hand out a package instead of preparing the raw material. There will be the economies of machine operation; the meat packer I visited has developed a machine, for example, that will cut 75,000 pounds of pork chops in nine hours; let the most ambitious butcher in the world try that, and his arm would fly clean off.

"When the system gets in full swing, I look for such savings as these to bring packaged meats within range of present prices. Added to which is the fact that when you buy a package of chops, for instance, you will pay only for what you are getting. They will not be weighed first and trimmed afterward."

All of which brings us around to the conclusion that packaged goods are, in the long run, the cheapest. They simply represent a consistent and rapidly growing phase which is entirely in accord with our modern mode of living.

Packaging for Drug Stores

IT was recently announced that radio tubes are now to be distributed through drug stores. In one way such a statement has no special significance, for we have long since formed the habit of regarding the average drug store as a general utility establishment where almost any type of commodity may be purchased. But the statement bears a definite relation to packaging insofar as the container can and does influence sales. For some time a decided trend toward the artistic in radio tube packages has been noticeable—a certain indication of keen competition that must occur when a heavy demand is evident and several brands are obtainable.

We venture to predict that a further adoption of this particular distribution plan, as applied to radio tubes, will extend to those brands which are now included in attractive packages; or, if such is not the case, that new cartons will be designed for already established brands. The drug store of today has a high appreciation of what the package can do in moving merchandise on its shelves and counters—an impetus which will require from its suppliers the best obtainable in packages for their goods.

The Package in Distribution

THE recent action of the Associated Grocery Manufacturers of America in favoring cooperative warehousing and voting to send out questionnaires to all members for preliminary information may point the way to future action on the part of other package users. The plan of joint warehousing as a means of reducing costs by concentrating stocks, cutting down cartage expense and giving salesmen a central and convenient place of meeting as well as providing garage facilities has been characterized as the "most progressive step ever taken in distribution."

Packaging and packages play an important part in the stocking and warehousing of goods. In almost every

case storage space is a factor, and it is here that the manufacturer can effect economies that will react to his own benefit and to distributors as well. The advances that have been made in convenient and protective packing of containers permit a wide selection. Sizes and shapes of packages have been given scientific study by individual and government groups and there is already a wealth of data available. Consideration of the package has become a highly important factor in modern distribution.

Don't Let the Buyer Beware

AS a means of establishing quality, it is doubtful if any factor is more consequential than the package. To be sure, a package can conceal the imperfections, inequalities or short-comings of a product but these are quickly discovered and, if not corrected by the manufacturer, are a definite handicap to sales. On the other hand, if standard quality goods are placed in packages, the container stands as the unwritten testimonial of honestly made products—a brand mark of the manufacturer who has reason to be proud of the output of his plant.

The old admonition, "let the buyer beware," is less applicable today in retail business than formerly, and this condition is in no small way attributable to the package.

Let us follow through on what we may refer to as mental impressions on the prospective buyer. He receives, through advertising or a similar means of product promotion, an idea of a particular commodity. He is advised, then, of that product, such an identification being either instantaneous or of some duration. If, perchance, the product is one which he has purchased previously, he automatically thinks of that product in terms of its container—product and package are synonymous, in other words. If the product is new to him, he is attracted to it in proportion to the effect which is produced by its package. Unconsciously he feels that if the package is right there must be equivalent quality in the product therein contained. In either case there is or can be created, through the medium of the package, a confidence that is no mean sales asset. To do this—to build lasting and consistent confidence for his goods—the manufacturer must, however, maintain quality in his product. There should be no hiding behind the skirts of an attractive package.

This Year's Packaging Catalog

AS we go to press with this issue, news reaches us that the second edition of the PACKAGING CATALOG will be ready for distribution shortly. This convenient reference book has already made a place for itself on the desks of those who purchase and have need of information on package design and packaging operations. Its usefulness in the field of packaging is well established. This year's edition has been completely revised and rearranged, new chapters have been added and the work represents a most comprehensive presentation of the subject. Make sure you get your copy.



The Package of the Month

DECORATIVE packages for cleansing fluids are few and far between. This particular industry has been slow to appreciate the merchandising value of attractive packages and an outstanding package in this field is indeed a rarity.

The above illustration shows a novel package that has been successfully employed in merchandising products of this character. This package has been featured in both newspaper and catalog advertising and has proved a worthy aid in merchandising the products it contains.

The package itself consists of a rectangular shaped box made of heavy cardboard, covered with a white coated paper printed in an unusual design. The package represents a house of colonial design with tiled roof with doors and windows on all sides. Over the two doors is the trade name "Spotless House." The letter "o" in "Spotless" is an ink blot, suggestive of the need for and the use of the contents of the box.

The uses for the fluids are mentioned on two sides of the box and the legend, "A Bottle for Every Spot," appears on either end and across the top of the package.

The colors of the box which are light blue and white suggest cleanliness and the colonial design of the house is reminiscent of the cleansing methods of our great-grandmothers when, as the old saying goes, "Cleanliness was next to Godliness."

We open the box and find six bottles, each in a special compartment. Each bottle is capped with a green-coated metal screw cap and labeled with full directions for use. Enclosed in the package is a leaflet with full instructions. The shape and size of the package make packing easy and facilitates shipment.

The size and style of the type and the color contrast of light blue and white assures easy reading and high visibility under ordinary conditions, making the package excellent for display purposes and giving it a high degree of salesmanship.

THE "Spotless House" package was selected as the package of the month because it meets the requirements used in determining the value of the package. These requirements are briefly outlined, as follows:

1. *Attractiveness:* The box, which contains five cleansing fluids, is attractive in color and design. It represents a colonial type house in white with blue trim and a tiled roof. In each window are pots of flowers and the blue shutters are of the old colonial style with the open design on each.

2. *Protection:* The box is substantially made and the six bottles are separated into compartments by cardboard. The bottles are capped with metal screw caps made leak-proof by a cork liner in the top of each cap.

3. *Legibility:* The lettering is of a high degree of legibility and lends itself easily to display purposes.

4. *Color:* The colors—blue on a white background—are suggestive of the purpose of the contents of the package—cleanliness.

5. *Advertising Value:* The entire makeup of the package—the old Colonial white house, its blue doors and windows with their white trim, the advertising slogans, and even the splurge of ink on the box all bespeak the purpose of the contents of the package. It is not even necessary to open the box—the story is all told directly from the package as it rests on the dealer's shelves.

Shall the Trade Mark Register Be Opened to Packagers?

Limitations and Effects of the Terms Incorporated in H. R. Bill 2828 Are Stated in This Timely Discussion

By WALDON FAWCETT

BUSY with its knitting, the package-using industries are, for the most part, unconscious that the Congress of the United States will ponder, this winter, a question of momentous importance to this particular group. Shall Uncle Sam accord to original package forms the same recognition that he now grants to trade marks? This, in effect, is the poser that is before the national legislature. An answer in the affirmative would mean a new dignity and added prestige for the package, officially acknowledged to be unique. Indeed, the change of package status might have far-reaching effects upon marketing strategy and the course of competition in distribution.

But what has the Government to do with package proprieties or property rights? The question, which we may fancy as coming from a perplexed bystander, is well put. Because, up to now, Uncle Sam has paid precious little heed to package expression or packaging ethics, save in the rare instances in which packages have been made the instruments of unfair competition. All this would be changed if Congress approves the shouldering of a new responsibility. By the new deal, Federal authority would undertake something approaching the certification or "pedigreeing" of packages and would provide a certain amount of protection or insurance against imitation. Just as is now done in the case of trade marks.

When a news-giver says, as it is natural to do, that Congress is likely to give package forms almost the same legal status as trade marks, he only succeeds in mystifying some of his hearers. For the reason that many busy executives, who have not had the time to look into the matter minutely, have a hazy idea of the relationship, or lack of relationship between trade marks and packages. Indeed, many business men who think, broadly, of commodity identification think of the trade mark and the package as one and the same thing. These by-and-large appraisers will look at you with pity in their eyes if you try to tell them that, sentimentally, a package may be a trade mark but legally no trade mark may be a package.

IF package makers and package users are to understand to a nicety the truly radical proposition that is lying on the desk of the new Congress, it will be

necessary to comprehend the present difference in standing between trade marks and packages, even if this seems to be a matter of splitting hairs. The Government does not safeguard packages as such, except under the general shelter of the common law. For trade marks, however, it has long provided a particular or specific protection in the form of a Register of Trade Marks, administered by the U. S. Patent Office, a branch of the Department of Commerce. Charged with the responsibility of granting admission to this roster, set up by special law, Federal officials have formulated a set of requirements for trade marks such as have not been imposed upon packages.

What do we find in these Federal specifications as they stand today? Answer: A rigid and rather narrow conception of a trade mark. The average captain of commerce may regard the trade mark and the package as six of one and half a dozen of the other, but official Washington is not so loose in definition. Indeed, it feels so strongly on the subject that, as related in earlier numbers of *MODERN PACKAGING*, the Federal censors have, time and again, refused to register as trade marks not only complete packages but even accessories added to packages, partly for the sake of giving individuality to the ensemble.

Looking fixedly and straight ahead, Uncle Sam, in his judicial conception of a trade mark, can see nothing for it but that the trade mark shall be, not a utilitarian structure nor yet a functional feature, but a superfluous addition or imprint superimposed upon an article of commerce solely for the purpose of indicating origin or ownership. Uncle Sam has a legend, zealously respected, that an article cannot be a trade mark for itself. That doctrine is readily stretched to mean that a receptacle cannot be a trade mark for its contents. Often the umpires at the Patent Office tribunals have said that the ideal trade mark is a name or symbol that is meaningless to start with but acquires, with the passage of time, a meaning indicative of source of supply. A package, assuredly, is not thus meaningless even at the first go-off. No, as matters stand, a package may be a trade mark in fact but not in name.

Realizing what a legal gap now yawns between the package and the trade mark, the reader will understand that truly is there dynamite for package pirates

in the present proposal to put these two good-will assets on the same plane. Some optimists are enthusiastic enough to say that the proposed recognition would not only entrench old-established houses in the possession of valuable resources, heretofore poorly guarded, but would also encourage higher standards of packaging throughout all industry. The logic as to this latter is that, with assurance of protection from package poaching, package users would be warranted in spending more liberally to produce notably distinctive package forms.

WHILE, as has been said, the concrete issue in Congress has crept up all but unawares upon many marketers of packages, this project is actually the fruit of prolonged dissatisfaction and unrest on the part of packagers. The modern package has come to usurp so many of the functions of a trade mark that it is only consistent that it should have the same protection against pilferage. But that is not all. More to the point, the rise to prominence of the package is actually subordinating if not overshadowing the trade mark proper. That this sentimental re-alignment has its serious and practical side is eloquently proved by the increasing number of cases in which substitution of goods has been practised or confusion in trade has resulted, due to package similarities, when the trade marks on the respective packages were so far apart in appearance and meaning that mix-ups would be unthinkable if customers were guided by trade marks alone. Gradually there has risen a groundswell of agitation for Federal arrangements that will forestall package counterfeiting instead of waiting until the counterfeits are in circulation and damage has been done.

As luck had it, this heavier pressure for package protection came coincident with a nation-wide movement for the simplification and extension of the trade mark laws of the United States. The American Bar Association, our national organization of lawyers, set to work as far back as 1920 to overhaul the trade mark statutes and has been at it, off and on, ever since. Gradually, there grew an impulse to liberalize the existing views of rights in "industrial property" and to try to encompass in one general law adequate protection for all the intangible assets that symbolize and capitalize good-will in business. That is how the package and what is known as "configuration of goods" come to have place in the same bill of rights as technical trade marks.

IN a sense this whole discussion is, to be frank, talking in futures. The Patent Committee of the U. S. House of Representatives has before it for report and recommendation a carefully drawn bill, known officially as H. R. 2828, which would elevate packages to what most of us believe to be their rightful place. But there is no assurance that Congress will approve. Or, rather say, when it will approve. Because, all qualified observers are a unit in the belief that sooner or later the law-making body will give business its sorely-needed up-to-date code. Even so, there have been controversial details to be worked out and it is difficult to pre-

dict when the powers at the Capitol will pronounce the plan of liberalization to be comprehensive and complete.

In view of what is probably coming, it is in order that box users and the craft that outfits them should be informed of the exact terms of the arrangement which would put packages on a parity with full-fledged trade marks. Let us, then, see just what is contemplated in the pending bill, which was drafted by a group of the country's most eminent trade mark attorneys and was then tinkered with and patched up at the suggestion of trade associations and other interests. By putting packages along with trade marks under the wing of the American eagle, this new bill undertakes to do as much as is accomplished by the so-called Merchandise Marks Acts of the foreign countries that have advanced policies in the protection of all manner of designs in trade and industry.

Lest our readers take too much for granted, it should be emphasized, just here, that while the contemplated new law would confer upon packages formal Federal recognition of priority of design it would not admit packages to precisely the same sort of "registration" that has been reserved, and would continue to be reserved, for trade marks. Packages would be brought into the picture through the setting up of a secondary roster to supplement the register proper—an annex open to "packages" and "labels" and "configuration of goods"—as well as to trade marks in the conventional pattern. Packages and the other mediums that would assemble under this new shelter would be characterized as "entered" or "deposited." And no person or firm that had filed a package in the new collection would be allowed to advertise that he had "registered" or otherwise obtained the highest recognition at the Patent Office.

A bit of explanation should be injected if packagers are to understand what is responsible for this plan to open a side door and give packages at least a portion of the protection enjoyed by technical trade marks. For years past, no end of embarrassment has been caused to adopters of new trade marks by the fact that not all marks current in trade are enrolled at the U. S. Patent Office. It is realized by those who have looked into the subject that it is not necessary to register a trade mark in order to obtain a monopoly of use. Registration has the effect of summoning Uncle Sam as a witness to prove a trade mark user's claim of ownership. But lacking a certificate of registration, the courts will yet vindicate the property rights of a trader who can prove that he was the pioneer user of his pet mark.

Notwithstanding the fact that registration is not imperative, and that many trade mark owners, for one reason or another, do not register, the assumption took root that all trade marks worth reckoning were on the muster role at the Patent Office. Accordingly, when anybody undertook to adopt what he supposed was a unique mark, his impulse was to conduct a "search" of the files at the Patent Office. If he did not find on view any mark that "anticipated" his (Continued on page 52)

The Package Makes a Hole-in-One

By T. N. POCKMAN

Manager, Golf Ball Advertising, United States Rubber Co.

WHEN a product seeks expansion or added sales growth through a new market, a new package is usually inevitable, unless, of course, the qualities of the standard package remain good qualities when it is introduced to the market to be entered. But this is rarely true. If the great possibilities offered by an entirely different outlet are to be realized, the manufacturer usually discovers that a new package will supply an added sales stimulus. Granted that the merchandising problems of the ordinary market have already been successfully coped with, the means to the attainment of the same splendid results in a new field is usually of another nature so far as the package is concerned.

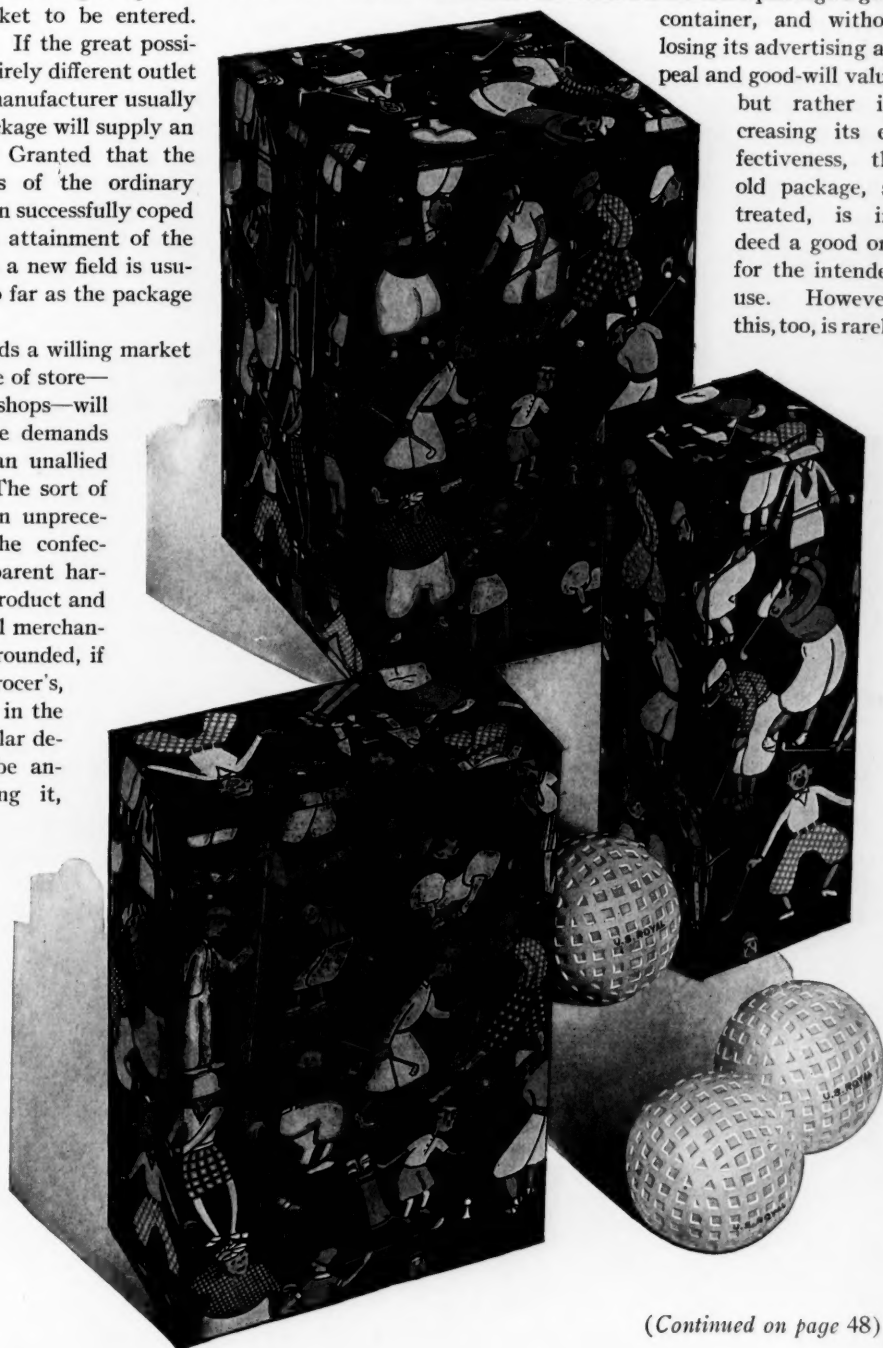
The container that finds a willing market for a product in one type of store—and also in its kindred shops—will not necessarily meet the demands made of a package in an unallied merchandising outlet. The sort of package which enjoys an unprecedented popularity in the confectioner's, due to the apparent harmony existing between product and container and the general merchandise with which it is surrounded, if presented for sale in the grocer's, will cause such a dismay in the purchaser in that particular department that he will be antagonized against buying it, merely because the package was not a good one for its purpose.

Hence the qualities of appropriateness and good taste must be invested in the container. Otherwise there is a jarring note, a disenchantment, however good the package may be for one market, when it is offered for sale in a different market.

The standard package, which has already imprinted itself indel-

ibly upon the minds of the buyer in one field, must be dressed up to meet the requirements of another and different field. If this can be done without sacrificing the inherent value that has made the standard package a good container, and without losing its advertising appeal and good-will value,

but rather increasing its effectiveness, the old package, so treated, is indeed a good one for the intended use. However, this, too, is rarely



(Continued on page 48)

Colorful Packages for Sheets

Miniature Cabinets and Decorated Transparent Wrappings
Are Used to Merchandise Pequot Sheets

WITH the passing of time and the subsequent packaging of nearly every commodity known to the commercial world, one more than ever feels that the hour is soon to be sounded when there will not be a single packagable product left unpackaged. However, there are still laggards who have yet to perch themselves upon the package band-wagon. But they are on the way, and perhaps at this very moment are making plans to join the ranks of package users.

A tour of the department stores in any section of the country will reveal that nearly all the products offered for sale are neatly done up in attractive packages. And these self-same products are these that for years had been sold without the containers that have so enhanced their value. We have been led to expect food products to be packaged. There is nothing new to us on this score in that field. If you wish to see new packaged goods, go to the department store, where you



us on this score in that field. If you wish to see new packaged goods, go to the department store, where you will find them in abundance.

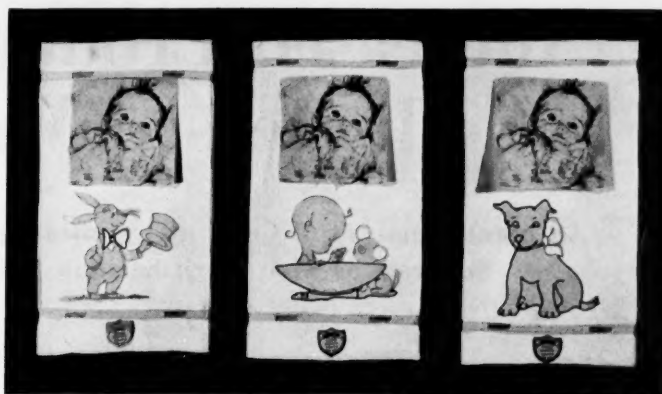
Merchandise, or what is known as dry goods, the first tremendous sales of which enabled the department stores to become the vast cities of merchandise they now are, has long been a package stronghold. The initial packages used in this field were extremely plain and unadorned and designed more with a view to protection than decoration. The evolution of the dry-goods package naturally began with nothing more than a protective container. The other steps—the addition of decorative and advertising appeal, followed in sure, if not rapid, order.

The packages illustrating this article contain dry goods—sheets and pillow cases in combinations pleasingly packaged in gay colors. Gone are the days of sombre, uninteresting packages, no matter what the product. These packages have been placed on the market for the holiday season by the Naumkeag Mills of Salem, Massachusetts and all bear the established and well-known trade name "Pequot."

MINIATURE cabinets in floral decorations of violets, roses, daisies, etc., to harmonize or contrast with the colored hems of the sheets and pillow cases within are the most striking of the attractive variety of put-ups for Pequot sheets.

In the top tray of these cabinets are two pillow cases, while the drawer below contains a sheet. These sets are made in a variety of colors and size suitable for various size beds.

Rivaling the miniature cabinets in popular favor are other gift boxes which are decorated in harmonizing colors of the pastel shades of the sheets. In the Pequot group are the boxes



Decorated transparent wrappings for crib sheets

with a beige background with diamonds of the various colors used in the sheets and a spiral of all the tones in the center, the spiral being formed of sheets held by two women in silhouette. These are used for sets of Pequot which include a set consisting of one sheet, two pillow cases or two sheets and two pillow cases, all bleached with colored hems or in solid colors. They are also used for ensemble sets, each of which contains in matched colors for the single bed: upper sheet bleached with colored hems; blanket cover sheet in solid color; bolster case, white with colored hems at both ends. For double bed: upper sheet bleached with colored hems; blanket cover sheet made in white with solid color; two bleached pillow cases, white with colored hems at one end.



Miniature cabinet for sets of sheets and pillow cases

A smaller box in the same modernistic design and with the same color scheme is used for the pillow case sets which are made up of two bleached pillow cases with colored hems or in solid colors. This set makes an attractive gift item when an inexpensive gift is desired.

NOVEL crib sheets in delightful embroidered designs with nursery rhymes, fairy legends, etc., as the motif are being packed in transparent cellulose. The embroidered figures and the fine texture of the sheet are clearly visible at a glance to the purchaser and the label with the picture of an infant carries the words "to baby" and has space left for the name of the child. The package contains one plain and one embroidered sheet of the standard size.

A box for crib sheets colored and with pictures of ducks, elephants, bears, clowns and other figures of delight to the eye of the child also carries crib sheet sets. These include sets with pink and blue hems, two sheets, two pillow cases to the set.



Various types of paper-covered cabinets used to merchandise bed sets

Increased Production versus Increased Valuation

An Astute Analysis of Certain Organization Weaknesses with Corrective Suggestions That Merit Serious Attention from Executives

By "OBSERVING ENGINEER"

MOST people look upon mergers as a natural outcome of American business, but what does the investor believe and why does he rush to buy the stocks of such mergers? Some are buying the stock because of management. Some because prominent men and banking concerns are associated with these mergers. Others because, as one newspaper puts it, "Consolidation of these companies under one management is expected to bring about substantial reduction in operating expenses, especially in connection with distribution, always a costly item in the handling of small package goods."

These are all very good reasons for investments; in fact, they are fundamentals of sound investments. Yet looking at the picture from the inside—and let me call this especially to the attention of the bankers and prominent men who, with all their financial sagacity, are unaware of it—there is a very vital issue that they all overlook. I've never seen it fail! I've watched many mergers! I'm absolutely positive that a fortune lies at stake and that, in many instances, the dividends could be paid on at least the preferred stock if that situation were attended to.

Let us say that we have three companies—all successful—all with national trade marks—all well managed and all with organized distribution. We take them and form one company. What happens?

The merger must immediately begin to show results, because of its far superior management. Certainly the banker must employ a manager or retain as head manager of each one of the merged companies that single outstanding managerial figure of that particular company. Then they have a central manager, purchasing agent, production manager, engineers and so on.

This central operating officialdom gleams its knowledge from several sources. It is usually comprised of an engineering department, which is the heart of this enormous robot. Rather paradoxical, but true! Some one presiding and final brain directs it all.

WHERE now does this important department get its knowledge of affairs? *Chemists*: yes, they do give the technical data and guide the correct use of formulas and improvements of methods. *Superintendents*: from them also a certain amount of knowledge is

gathered, but unfortunately the men are limited. Limited because their lives have been spent within four walls, and usually they know only that which they have come in contact with, in a very small sphere. They hardly ever have been permitted to visit without those four walls and have lived a vatican life without the help of outside advice. *Salesmen*: true, they give a lot of news and carry a great many suggestions, but unfortunately they are not unbiased. They do not mean to be vicious in telling of something they saw, but usually are prone to garble the story because of their desire to be of help and promote good feeling. *Machinery manufacturers* also may or may not have the correct thing, but one or the other knows how better to present his story and prevails upon the P A to accept his merchandise. *Visits*: often engineers visit other plants and inspect machinery in operation and gather information in that way. Prejudices arise. Personal mechanical favoritism enters into these visits. The above are some of the sources from which the general production department gathers its information.

I have known one plant to install machinery and almost every other manufacturer in the same industry to follow suit, although the leader admitted to me that it had some bad faults.

SO far we have enumerated only faults and pitfalls. Well, let us give the financiers some more data that doesn't pay dividends. When they sit around the board table do they permit politics to sway their final opinions? When they sit around the board table have they all the facts and figures or do they hide some because of favoritism? I believe we can safely answer "No" in both cases.

Why is it that in such meetings the old basic time tables are still working and yet down in the production department the same kind of arithmetic is not working?

Why aren't the production department, the sales department, the advertising department, the engineering department and the purchasing department combined and made into the same kind of board?

Why shouldn't they harmonize? Why shouldn't they throw out politics? Why shouldn't they use the same arithmetic book? Why shouldn't a representative of each comprise the purchasing department, and do

away with foolish and autocratic buying methods.

Why should a P A buy something he alone determines upon and then have all the other departments on his neck if it doesn't come in on time or if it doesn't work just right? Why should the manufacturer of that machine be forced to meet a lot of obligations nobody told him about in the beginning? Why should the engineers figure out certain types of machinery that according to all their learning and all the books in the world should be "just the thing" and then the manufacturing department finds it doesn't get the results? Why don't they get their heads together before it is bought? Often what goes in the "Lab" never goes in production. Reverse it and explain why the manufacturing department so often does things that could be avoided by that honest exchange of opinions between the chemists, the engineers, salesmen, machinery manufacturer and itself?

I've had many cases wherein the machines were installed and, after straightening out matters, the P A wanted to know what became of the machines. No coordination!

THE human being is fallible. He is conceited, he is swayed, he has many vulnerable spots. Not long ago a prominent manufacturer told me he wished he could sit around with his business associates and have them feel they were just discussing things in a friendly way, rather than have them try to impress him with some pet thought of their own. Our President of these United States is trying to do this every morning and every evening of his life. His exercises at 7:10 are taken in company with other prominent men, and between rests they chat. He gleans a lot of data. He keeps in touch with the public. In the evening, he again surrounds himself with many folks who chat amongst themselves, and he listens.

There ought to be more of this carefree, valuable information passed along to heads of departments and by them, and amongst themselves, more of this unbiased swapping of opinions and knowledge. If the words and actions of a Prime Minister and a President seek to overcome and allay fears and suspicions, to break through red tape and honestly solve seemingly insurmountable difficulties, why cannot others do the same?

Good management of plants makes it imperative that red tape and politics be prohibited and done away with. The real sore spot is that most men are either hanging

on to or trying to save their jobs, at whatever cost there may be. The few who conquer the job rise by sheer and absolute usefulness. They ultimately become the real leaders and are bound to dominate.

But what has all this got to do with paying the dividends on the preferred stock? Just this! Make your factory management a minor board of your big board, directly responsible to it, and to no one else. Have that minor board composed of

- 1 member of the Finance Committee
- 1 member of the Engineering Dept.
- 1 member of the Advertising Dept.
- 1 member of the Sales Dept.
- 1 member of the Purchasing Dept.
- 1 member of the Plant Superintendents
- 1 member of the Manufacturing Dept.

Let them all have freedom of speech and opinion;

let them appoint a committee of three to represent them at the monthly big board meeting, and then carry out those final recommendations.

In that way you have coordinated your work. You have avoided any number of fatal mistakes, and above all, you are going to make profits within the four walls of your factory. There can be no "passing of the buck." If seven such men make a mistake, let the

seven shoulder the blame. Let the seven, as a cohesive army, immediately set to work to repair the damage. They will do it because they will help each other.

Why in the name of common sense should one department start off to do something and suddenly the manufacturing department gets word it must have so many gross or tons or pounds of a certain product ready to ship?

I saw \$30,000 worth of equipment in a food plant thrown in the gutter, as it were. I saw that much or more destroyed in an electrical plant and there have been many more such instances. I've seen improper design of packages ruin a good product. I've seen thousands of dollars wasted on redesigning a carton, all because the synchronized idea was not in force.

LOTS of folks are going to say: we do work that way; we do have our committees which are the equivalent of the smaller board; we do synchronize our departments and we have our departmental heads. We have our conferences. Most firms have more con-



Photograph by Joel Feder

Good business management considers group opinions

ferences than anything else! That isn't what I'm getting at. Never mind all the committees—let's have the open door. Do as one firm, recently taken over by a large corporation, did.

They put a real man in as president. He literally took off his coat, called all the departmental heads in, told them his name was "Bill" and to them he was "Bill," and to him they were "Fred" or "John" or whatever the case might be. If they hadn't the time to come into his office, he would be out to see them. In less than one year that business went from the red column to the black. That's the spirit I'm trying to describe and to show to the financial men and to have them keep all doors open. That is the result the small board will get—and must get—so that even a relatively smaller unit cost brings about a relatively larger net profit.

I've often thought large corporations should have what I term "Visit Men." Men who do nothing else but visit all sorts of plants, machinery manufacturers, etc. It should be his business to compile the data so that it could be handed over to the various departments for their study. What a valuable asset he would make. He has no right of purchase or of recommendation, but simply acts as a sort of librarian of the world's doings in his sphere.

Every magazine, trade-paper, house organ and what not has printed articles on efficiency, on welfare, on bonus systems and every imaginable betterment idea the human mind can conceive. Most of it is tommyrot and only enriches the writer. What the worker wants is good pay and what the company wants is good production. It reminds me of a friend of mine who said, "Write a book. Never mind how good or bad it is, and then some day—write another and put after your name—'author of.' That makes people think you know something." That's some more tommyrot, but it works.

What well-managed companies want is real men, open-minded, sincere and devoid of pettiness and red tape. Men who think, act and do it all openly. Not men who want a title after their names, but men who concede the fact that the other fellow may have a darn good idea and are willing to listen to it, and then study it.

Lately I have seen the terrible damage brought upon a plant by suspicions of one and another of its officials. Chaotic results were developed! Loss of morale among the workmen and their superintendents. If I were a fiery orator with most of the dictionary at my finger tips, I could more vehemently express these scenes. Probably the moving picture "Metropolis" better tells what I saw—a smooth running machine suddenly gone wild and then crashing to pieces. That's what happens when that monkey-wrench "political jealousy" or "suspicion" is thrown into the works. It eats up dollars

of profits that could so easily be saved and with it save so many lucrative jobs.

Paraphrasing an old western dictum: Let every man put his irons on the table and then play the game! By means of this smaller board, a concensus of opinions would be put into operation, and automatically prohibit any individual favoritism or "higher-up" domination; and let there be present a member of the larger board of directors, so that, ultimately, finances and management work hand in hand. There is nothing utopian about this idea, but boiled down to the nth degree, it is common sense in its purest form; and an appeal to the heads of real business to do as our forefathers did—at least were pictured as doing—working as men, bereft of class distinction, free of petty jealousies, shorn of politics, to accomplish well the smallest job and to bring back uprightness in commerce and sincerity in character.

The Glass Container Industry

THE glass container industry of America has experienced a steady growth during the past year and looks for considerable expansion in 1930, according to Philip I. Heusler, president of the Glass Container Association of America and also president of the Maryland Glass Corporation, Baltimore, Md. Mr. Heusler's statement on the condition of the industry follows:

"The glass container manufacturing industry during the year just closed has maintained its record of steady and healthy development.

Additional uses for glass jars and bottles in the preservation and packing of foods, dairy products, beverages, chemicals and condiments are being developed rapidly and the industry has expanded to meet the new demands. There has been a decided impetus to the call on the part of the American housewife for a wider variety of foodstuffs packed in glass.

"The laboratories of the association have been constantly engaged in research and tests to determine efficacy of preservation and the types of glass best suited for the packing of individual products. It may be stated that marked progress has been made in the development of numerous grades of glasses and closures for the more efficient preservation of all classes of foodstuffs, drinks and pharmaceuticals.

"A notable advance has been made during the year in the matter of appearance in glass containers. Heretofore, manufacturers have been chiefly concerned with the efficiency of their products; the industry now is turning its attention to style and beauty in types, sensing the public's demand for appetizing appeal particularly in the packing of foodstuffs. The industry looks for a healthy and satisfactory expansion during the new year."

Improper design of packages ruin a good product; thousands of dollars have been wasted on redesigning a carton—All because of lack of synchronization—The failure to take account of every factor that must receive consideration if the planning, production and distribution of packages are to be successful.

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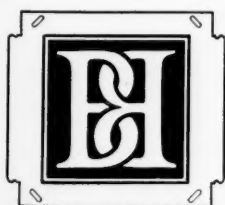
a hardware manufacturer asked us~

"**H**OW can you get selling value into the packaging of a prosaic thing like hardware?" we'd ask him to analyze his own method of manufacture.

After a certain stage in that manufacture everything is "finish." Up to that stage all his effort has been spent in making sure the tool would do its particular job well. Why does he put in that extra "finish" that makes the tool feel right in the customer's hand, look good to his eye?

He does it because he has learned that finish decreases sales resistance and sells goods. Our job is to give that "finish" to his package. We wouldn't do it by putting pretty girls and flowers on the package, any more than he'd tie pink ribbons to his wrenches or other tools.

We'd do it by saying "wrenches" as clearly as we could, and with as much "finish" as we could. The sketch above is a purely imaginary one, such as we might produce. Don't you think it would answer his question?



BROWN & BAILEY CO.

Makers of high grade folding paper boxes

PHILADELPHIA



BBROWN & BAILEY is an organization of forty years' standing. Down through these years we have consistently striven for greater efficiency in manufacturing and higher quality in product.

The industrial problem, however, is largely a human problem. Suitable buildings to house an industry are necessary; proper mechanical equipment must of course be provided, but after all it is the spirit in the heart of the management and the workers that really measures the success of the undertaking.

We believe an unusual spirit of co-operation and good will is found in our plant and we believe this is the force that draws to us and retains in our organization workmen with the real essence of craftsmanship—men and women who have a personal sense of pride in the quality of Brown & Bailey products.

We are proud of such equipment, such men. They are also of real value to you, for they are a very genuine guarantee of good workmanship in the container responsible for the *protection* of your product.

To that excellence of workmanship we now add a further service for your benefit—honest and intelligent help in giving your package a pleasing appearance—*personality*.

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Public Interest in Packaging

Photographs Showing Actual Packaging Operations at the Plant of Elmo, Inc.,
Are Reproduced in a Newspaper

THE *Public Ledger* of Philadelphia, under date of December 2, on its page of news pictures, reproduced some views of one of the leading industries of Philadelphia. The fact that these pictures were published and some mention made of them in a leading

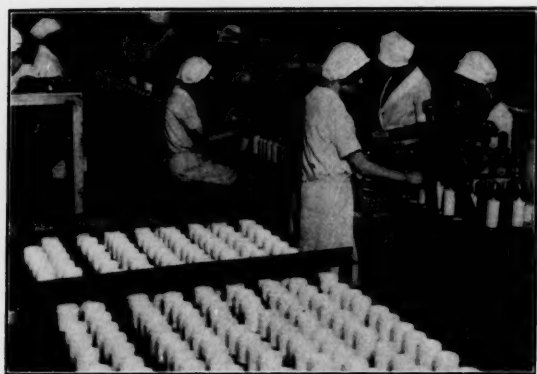


Fig. 2 Cooling conveyor and filling machine used for cucumber lotion

newspaper in a city of the size of Philadelphia, was itself a very high compliment to the energy, ability and success of Elmo, Inc.

It was also an indication that the packaging operations employed in a plant manufacturing a well-known line of cosmetics was of sufficient importance to the public to justify inclusion in the news section of a daily newspaper. There seems to be a growing tendency on the part of manufacturers to give publicity to all phases of manufacturing and merchandising. The public, too, is developing an interest in the processes involved in manufacturing and merchandising.

Elmo, Inc., is one of the leading manufacturers of perfumes, creams, powders and similar products. This business was begun only a few years ago and on a very small scale. Expansion and growth has been remarkably rapid due, no doubt, to the excellence of the products and the clever merchandising methods employed by the two owners, Misses Mary and Margaret Elmo.

The plant manufacturing these products is modern in every respect. Installations of efficient packaging

machinery have kept pace with the growth of the business and at the present time a high degree of mechanical efficiency has been attained.

The accompanying illustrations show a few of the packaging operations employed at this plant. No. 1 shows a filling machine combined with a belt conveyor. The cold creams are filled into the jars on this machine and automatically discharged onto the belt conveyor. This conveyor is made in a frame 40 feet in length. There are nine belts which gives a total belt travel of 360 feet. The jars travel along the full length of 40 feet on the one belt, are automatically transferred to a return belt, brought back, and then over onto the next belt and so on. Jars from 2 oz. to 16 oz. are handled on this unit. All that is necessary is a girl to feed the empty jars to the filling machine; from that point on they are handled automatically until they are discharged from the last belt of the conveying system to the operators who close the jars. In the view is shown an inspector who observes carefully that all jars are properly filled and that there are no specks or dirt or anything of that kind on the product.

The second illustration shows a cooling conveyor and filling machine used in filling bottles with cucumber lotion. Leaving this filling machine the bottles travel to the operators who apply and tighten the caps.

These two views, of course, only give a few details of the modern equipment employed in this plant. Other installations of equipment are employed for all the various liquid and dry products. (Continued on page 52)



Fig. 1 Filling machine combined with belt conveyor



Redesigning Packages for Insecticides and Disinfectants*

Considerations Requiring Attention When New or Remodeled Containers Are to Be Adopted—Nature of Product a Factor in Determining Materials to Be Used

By D. E. A. CHARLTON

ANY discussion as relating to packages or the packaging of given commodities must, or should properly, be preceded by an understanding of the main functions which the package is to perform, these functions, generally speaking, being common to all groups of commodities. There are three such functions of the package: (1) to protect the goods contained therein; (2) to provide convenience to the user of the contents, and (3) to serve in a sales promotion capacity—i. e., to attract the buyer through its appearance. There are other functions, too, but practically all of them can quite properly be included under these fundamental requirements.

Building or incorporating these functions into a package involves principles of mechanical and decorative design. It is necessary that the package (or the package assembly) include not only successful structural elements

but also those of distinguishing or characteristic decoration. The good package, the successful package for any commodity, is obviously one which can secure the greatest volume of sales in its competitive field, and it will be found that this is the package which best conforms to the specifications or functions we have stipulated.

Considering disinfectant and insecticide products, we find two main groups: liquids and solids—the latter also including powders—each of which requires different treatment from the standpoint of mechanical operation required in their packaging as well as the types of containers to be used. I believe that all of you are familiar with the general or specific methods and equipment required in the work of filling, closing, labeling, cartoning, sealing and other operations consequent to the completion of a package. It is hardly necessary to go into that side of the problem at this point. These operations do not differ to any substantial degree from standard practices established in other groups which employ packaging.

* A paper prepared for the sixteenth annual meeting of the Insecticide and Disinfectant Manufacturers Association held in New York City, Dec. 10, 1929.

BUT the packaging of disinfectants and insecticides presents some problems not encountered in other fields. The chemical composition of the products necessitates consideration in selection of the material for the container. This also governs the type of closure to be used and, to a large extent, the method employed in decorating the container.

It is as impossible to generalize in this field as it would be in bakery products or confectionery. Each product is an individual problem and demands individual attention. The type of container, the use of design, the method of closure and other phases of packaging vary with each type of product but certain established rules of good packaging are applicable to all cases.

Briefly summarized these can be listed as follows:

Suitability: One of the primary, and perhaps the most important rules of packaging is that the container be suitable for the product. It should be suitable in the sense that it provides adequate protection for the contents from spoiling or deteriorating during the time the product is in transit or on display. In this instance, when the chemical composition of the product must remain unchanged until it is used, the material selected for the container must be without chemical properties that would affect the chemical composition of the product. For this reason certain types of tin containers have been found unsuitable for certain insecticides and it has been necessary to employ glass or fibre containers.

I would suggest that before deciding upon a container that it be given to a chemist qualified to determine the possible effect of the material of which it is made upon the product. Remember that it is not only the immediate effect that must be considered but the effect or chemical change after a month, or even a year in some instances.

Under the heading of suitability can also be included the necessity of providing a container that will prevent leakage or sifting of the product during shipment or sale. Many of these products are highly poisonous or injurious to the skin and the manufacturer must provide a container that will prevent injury to those handling the package at any time during its existence. This is an important consideration for aside from the possible injury there is also the loss resulting from partly filled containers and complaints from dealers.

THE second consideration in selecting a container for products of this character is usability. Again each product becomes an individual problem. Some are intended for use directly from the container and demand a special form of closure or an auxiliary top to be included in the package. It is possible through the use of sifter tops in containers for powdered products to greatly increase the usability of the container. For cans containing liquid disinfectants or insecticides there are funnels with a screw base that may be used to replace the flat screw top and will greatly increase the usability of the package.

Many of these products, however, are intended for

mixture with water or other liquids. These, because of their method of use, do not require special forms of closure. Fibre drums with removable tops, paper bags of heavy, non-sifting construction, gallon glass jugs and many other types of containers will be found suitable for products of this character. In this connection it might be mentioned that considerable research has been carried on by paper bag manufacturers, with the result that the use of these bags in powder packaging has been greatly increased.

Ease in use determines to a large extent the size and shape of the container to be employed. If the product is to be used directly from the container a small container that easily fits into the hand will be found most suitable. Convenience in shipping and stocking on the dealers' shelves must also be considered. Square or rectangular cans or containers stack with greater ease than round ones of similar size and for that reason usually secure better display space.

THE decoration of the container or the design of the label is of utmost importance. It should possess high visibility in order to obtain customer recognition and assure repeat sales. If a new product, the name selected should be short enough to be included in rather large letters in the decoration on one side of the container. In selecting a new container or label for an established product, see to it that the name of the product appears in a type-face or style of hand lettering that possess high visibility under the usual conditions surrounding the display of merchandise of this character.

Selecting a design for products of this character is frequently a difficult task. Usually it is wiser not to attempt an elaborate or intricate design. Startling color effects may be used to good advantage in many instances. Frequently a trade mark will give additional attractiveness to the container and interest to the ad-



Left: Distinctive carton combined with trade mark assures recognition. Right: Convenience in use assured by this type of container

vertising. The Flit soldier is a good example of this form of package decoration. Combining a trade mark with a distinctive package shape can be often be used to attract attention, as for example the well-known carton used by the West company for C.N.

MANY packages containing insecticides and disinfectants on the market at the present time are developed in drab colors. Browns, mustard yellows, dull greens and black seem to predominate. I can see no reason why containers for these products should not be developed in bright colors. Reds, yellows and oranges possess greater attractability and visibility than the drab colors now in general use and it would seem that these colors might be effectively used in decorating containers for these products. Red particularly, because it is universally used as a danger sign and could be used to signify the poisonous properties of these products when such is the case.

Care must be taken in finishing the decoration of the container or label in order to produce a finish that will remain legible until the contents of the container have been used. Varnish may be applied to paper labels and lithographed tins will be found most suitable for this purpose.

Those of us who have carefully watched the steady development of "package consciousness," both on the part of the manufacturer and the consumer, sometimes wonder why the design of the package did not receive its full consideration many years ago. Not long ago a package was merely expected to protect the contents from breakage or defacement but, today, most of us realize that a good package is the keystone of a successful merchandising campaign. Because of its importance the package design is usually the first step when planning to launch a new product and not the last or even an afterthought.

We have come to realize that there is a place for art in every-day life—that art is no longer an abstract element far removed from daily conditions. The art of today enters into every phase of existence—from machine shops to airplanes and from the kitchen to dressing table adornments. Examples of artistic expression are no longer the prized possessions of the favored wealthy few but the intimate every-day surroundings of all classes. Art is fast becoming an integral part of life.

Recognizing these facts, it is quite simple to answer the questions as to whether or not to use modern forms of art in package decoration. It is true that certain communities far removed from great industrial centers have not as yet been reached by the educational influence of advertising, and therefore are not ready for some of the new forms of the decorative arts. For this reason it is necessary in approaching the subject of package design to carefully consider the possible markets or channels of distribution.

It is imperative that you realize the importance of the subject of package design or decoration for it is without doubt one of the most important considerations facing the user of packages at the present time.

AN out-of-date or poorly designed package shown in competition with new artistic forms in packages is as ludicrously conspicuous as a high wheeled bicycle in modern traffic. The users of artistically decorated packages have demonstrated the value of the package as a merchandising factor. Therefore, it is to your advantage to aid in raising the standards of package decoration.

One other thing to keep in mind is that good package design is never imitative. You can't make it over from something else. You can't take a Greek Temple and make a library: a Renaissance palace and make a railroad station. Good design is produced only by studying the article to be treated, its use, its purpose, so as to shape and color it and suggest unerringly that use and purpose.

Modern package design does not necessarily imply the use of many colors. As a matter of fact, some of the finest examples of modern packages are designed in two colors only but the colors are utilized to so much greater advantage than three or four or even five colors that appear on some of the old-fashioned packages. The designs run to unbelievable simplicity but the areas of flat colors skilfully employed create containers of striking attention value and great individuality with respect to appearance.

In closing, let me leave this thought with you. While it may be said by many of you that your package design problem is not as acute as those of others in different fields, such as those of certain luxury products where the package is a more important factor in their purchase, do not overlook the fact that your competitor may make a product which is as good as yours. His sales force may be equally efficient in obtaining distribution: he may spend as much as you do in advertising, and just as effectively. The package, therefore, represents an important consideration in your marketing plan. Through it and in proportion to the effectiveness and acceptability of the decorative design which is therein incorporated, you will obtain your proportional preference from the retailer who is the sole arbiter of the display space you are accorded in store windows, on counters and shelves. And do not overlook the fact that your published advertisement carries more weight when the package reproduced thereon is distinctive and creates in the mind of your prospective customer an impression that is easily remembered when purchases are about to be made.

ROBERT M. McMULLEN, chairman of the board of Grocery Store Products, Inc., has announced that the Yuban coffee division of Arbuckle Brothers will be taken over by a group of capitalists including George K. Morrow, chairman of the Board of the United Cigar Stores and the Gold Dust Corporation; Oliver G. Jennings and George S. Brewster, of the Standard Oil Co.; John B. Elliman; and James M. Hills and H. H. Mills, president and treasurer, respectively, of Grocery Store Products, Inc. In addition to Yuban coffee, Grocery Store Products, Inc., now controls 'Toddy, Fould's Macaroni, Jacob's Mushrooms and Kitchen Bouquet.

Packages in the Spotlight



Christmas boxes that were effectively used to package sets of toiletries for men



A package decorated with holly and candle design made a Christmas gift item of automobile seat covers. Used by Biltmore Ero Mfg. Co.



A package that cleverly suggests the use of the product is developed in yellow, green and red



Belts, garters and suspenders packaged in gold and bright colored containers were one of the highlights of the past Christmas season. Used by Pioneer Suspender Co.



Christmas cartons that aided in establishing typewriters in the gift class

Flexibility in a Packing Plant

Efficient Management at the Snider Packing Corporation's Plant at Mount Morris, New York, Results in a Large Output with Minimum Number of Operators

By K. M. REED

"OUT of the ground and into the can in the shortest possible time" is one of the cardinal rules of successful packing of fresh fruits and vegetables. Delay in packing almost invariably results in loss of flavor and canners of these products have found it necessary to employ efficient machines and operators in order to reduce the time involved in packaging operations.

The plant of the Snider Packing Corporation at Mount Morris, N. Y., is a splendid example of efficient packing of perishable products. The plant is located in the heart of the Genesee Valley, and through special arrangements with the owners of surrounding farms, a constant supply of specially graded vegetables is assured throughout the packing season.

Both the processing and packaging of these products is performed entirely by machines. In some instances it has been necessary to develop machines suitable for a special purpose. Many of the products require special machines for grading, sorting, slicing and filling and these have been designed to shorten the time required for any packing process.

A trained force of operators is regularly employed during the entire packing season. It is of interest to note that these operators are trained to meet any emergency that may arise throughout the season due to weather conditions and their effect on the crops. Quite frequently an early corn season will necessitate turning the entire packing plant over to this one product and these operators must be skilled in operating any of the various types of machines installed throughout the plant if

losses through the spoiling of the fresh vegetables because of delay in processing and packing is to be prevented.

PEAES, beans, beets, tomatoes, corn and other vegetables are packed in both glass and tin at this plant. These containers are delivered to the plant directly from freight cars which are unloaded on a siding adjacent to the plant. A large room in the plant is devoted to storing labels for the various brands. All shipping cases are delivered flat and assembled and stitched at the plant.

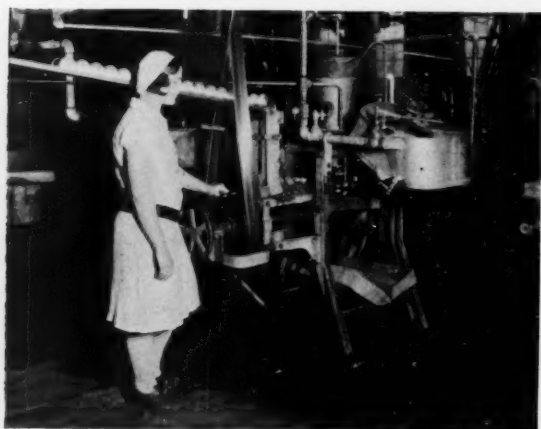
We visited this plant at the height of the corn season. The entire plant had been turned over to packing this one vegetable in an effort to keep pace with the deliveries being made from the surrounding farms. The method employed in packing this product is as follows:

The corn is delivered by truck to the receiving platforms on one side of the building. From this point it is transferred by conveyors to bins beside the operators at the husking machines. Operators at this point inspect the ears of corn and place the sound ears on a feeder belt which travels at a high rate of speed through the husking machine. This machine removes all of the outer husk and silk and chops off the hard stem.

Leaving this machine the husked ears travel on an elevating conveyor belt to the floor above where they enter a machine equipped with sharp knives which removes the kernels of corn from the cob. The kernels and pulp are then conveyed by spiral conveyors to large vats where they are mixed and seasoned. The cooked, seasoned corn is then fixed directly to filling machines on the floor below.



Vacuum sealing of cans keeps pace with filling machine



Cans travel by way of chain conveyors to the filling machines

Tin cans are placed on chain steel cable leading from the storage room to the filling machines. Entering this machine each can receives an automatically controlled amount of corn and passes on directly to the sealing machines where the cans are hermetically sealed. Operators stationed at this machine collect the sealed cans and place them in large iron-baskets which hold about three hundred No. 2 cans.

THESE cans are then moved by means of overhead cranes to the pressure cookers where they are subjected to cooking under pressure for the allotted period of time.

At the expiration of this period the iron baskets are removed from the cookers and again moved by cranes to a portion of the plant designated as the cooling room where they are kept until ready to label.

When the cans have cooled sufficiently the baskets are moved to the labeling department. As the cans are placed on the conveyor belt leading to the labeling machine each is carefully inspected to guard against the possibility of shipping defective cans. The perfect cans are then placed on the conveyor belt and enter the labeling machines. This machine is kept constantly supplied with stacks of printed labels bearing the brand name and the name of the packing company.

This labeling machine applies adhesive to the label, wraps it around the can and presses it into place. Operators stationed at the discharge end of this machine examine each label and can to be sure that perfectly labeled cans are shipped.

As the cans leave this machine they are collected by a casing machine and placed in shipping cases. These are then passed to a stitching machine which closes the cases. Lift trucks are then used to convey the filled shipping cases to the shipping department or storage



Automatic capping of filled glass jars

rooms to be stored for future shipment.

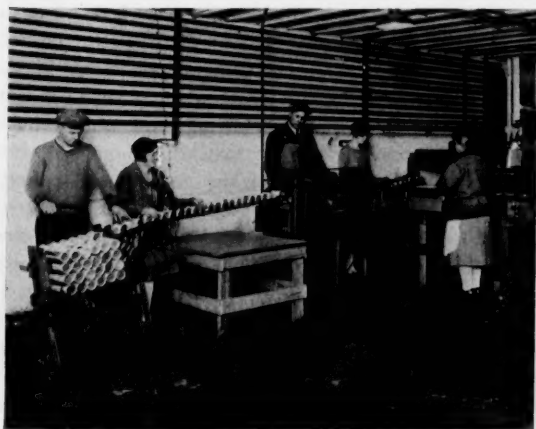
Many of the products packed by this company are packaged in glass jars. The method of packaging follows closely the above description with the exception that in many cases a different type of machine is required. Anchor caps are used as a means of closure, necessitating the use of a special capping machine. After capping, the jars are moved to a conveyor belt leading to a labeling machine. This machine applies glue to the label, spots it on the jar and presses it into place. Inspectors at the discharging end of this machine inspect the labels and the jars are packed in shipping cases which are then stitched by

machine and removed by means of small trucks to the shipping department where they are either shipped at once to fill orders or held for further shipment.

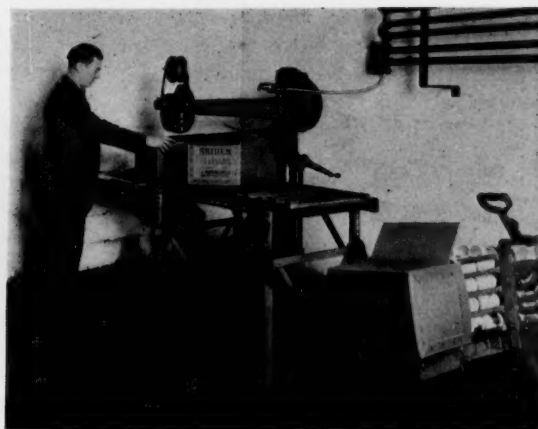
As a result of this carefulness in the selection of machines and training of operators this company has achieved a high degree of efficiency in handling products of this character. The flexibility of this plant makes it possible to rotate from one product to another as the season demands, thus eliminating losses resulting from an early or late crop of any vegetable. Care in the selection of the raw materials and speed in packaging has resulted in the acceptance of the Snider label as a standard of quality and a guarantee of purity.

MACHINERY AND EQUIPMENT

Filling Machines: Sprague-Sells Corp., Ayers Machinery Co.
Can Closing Machines: American Can, Co.
Labeling Machines: F. M. Knapp Co., Economic Machinery Co.
Capping Machines: Anchor Cap and Closure.
Stitching Machines: J. L. Morrison Co.
Casing Machines: Burt Machine Co.
Cans: American Can Co.
Glass Jars: Hazel Atlas Glass Co.
Box Printing: Connell and Dengler.



Labeled cans pass directly from labeling machine to casing machine



Filled cases are moved to stitching machine before shipping

Paper Bottles for Milk and Cream*

Bleaching and Finishing Not Difficult and Containers May Be Colored by Various Methods, Although Dyeing Loose Stock Seems Preferable

By GEORGE RICE

WHILE the bleaching and finishing of the new types of paper or cardboard milk and cream bottles is not yet an every-day process in any industrial finishing plant I know of, it is not by any means a specialized process like that of finishing high-priced automobiles or furniture. The paper and cardboard milk jars seem to get by easy enough even when they are not very well whitened in the bleaching process, evenly dyed in the coloring operations or perfectly finished in the last operations through which they pass before they are filled with milk or cream. I was shown a consignment of several cases of the jars which were supposed to be cream-white or snow-white, or at least as white as common white paper, but which had yellowed-up so much that they could hardly be termed pure white or even near-white. Still they were accepted, filled by the dairy company and apparently not complained of by the consumers of the contents. But industrial finishing has reached a stage of perfection in recent years that requires whatever is to be finished must be finished according to specification and retain its condition for a reasonable length of time.

We will take the consignment of yellow-tinted paper milk bottles as an example. The cellulose stock of which they were made had been whitened by the stoving process, with sulphur, but the oxidating effect of the air had produced an orange yellow on the stock which should have remained white. The lot of bottles referred to should have been bleached with hydrogen peroxide, as this compound readily parts with oxygen and becomes a good oxidizing agent for anything like the material used in the making of the paper bottles. I refer to the regular commercial hydrogen peroxide which is usually prepared from barium peroxide, although I have seen sodium peroxide used to advantage for the same purpose.

One can prepare the hydrogen peroxide by decomposing some barium peroxide with a cold dilute sulphuric acid in an insoluble barium sulphate in the usual manner. Keep the solution well in motion while adding the barium. Then when the solution is near the neutralized state, add some sodium phosphate. The final prepara-

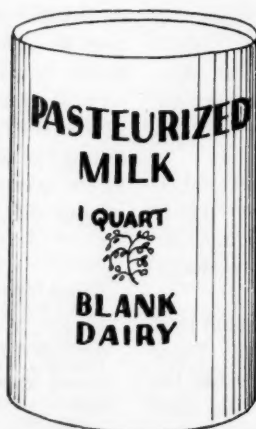
tion is carried out in a wooden vat, with about 12 per cent of the hydrogen peroxide by volume.

A special process for paper stock recommended by a man who has had whitened milk and cream bottles for some time consists in preparing a vat with 30 gal. of water, about 40 lbs. of hydrofluoric acid and an equal amount of barium peroxide which has been thinned down considerably. Then put in the pulp and keep it in motion with a pole unless stirring and mixing machinery is available. Some bleachers put in dilute mineral acids, phosphoric acid, alkalis ammonia and blueing and tinting substances to assist in developing the white. I have seen caustic soda used to help get the desired whiteness but if used too strong it is liable to tender the stock and the dairyman will have bursting and splitting bottles to deal with.

Some stock can be bleached white enough for milk or cream containers with about 10 lbs. of oxalic acid to 30 gal. of water and about as much of the stock as can be comfortably saturated in a tank of this size. After bleaching, wash and rinse the stock and it will then be ready to run off into sheets for the making of the containers. I saw one lot of bottles which evidently had turned out to be yellow in hue and had been made salable by blueing them—the same as the blueing of clothes in the laundry will hide many a yellow streak. Almost any easily soluble acid dyestuff will do for blueing paper stock in the pulp state. Methyl violet is recom-

mended for this purpose. Blueing and tinting helps the color of paper, wood or textiles although it does not improve the handling of the goods. But nobody cares much about the handling of paper bottles, so long as they look white if they are intended to be white and retain the liquid contents without leaking.

THE paper containers are colored by dyeing the loose stock, by dipping the finished cylindrical containers in a dye liquor, by hand painting, by spraying with a spray gun or by the application of a lacquer or an enamel or other means. One becomes quite puzzled over the various methods being employed to finish the con-



The surface of the paper or the cardboard milk containers can be glazed, embossed, dyed or finished according to needs. All this cannot be advantageously done on glass containers

* The first instalment of this article appeared in the December issue.

tainers. Some of the containers are not finished at all, so far as a finishing coating is concerned. Some have a stipple finish similar to the stipple finish put on articles of furniture.

In this article I will refer mainly to the dyeing method as it promises to be the most popular, for any color can be had and the cost of the chemicals and dyestuffs is not high as compared with some of the ingredients used in other kinds of finishes. As the paper containers are chiefly of a vegetable source, they can be dyed like any vegetable substance. Hence cotton dyes often are used, for these set well on any substance that has a normal affinity for them. The stock is dyed in a loose state in dilute baths with a good-sized proportion of sodium sulphide and a lighter proportion of salts than for ordinary vegetable matter. The paper stock also dyes pretty well with the sulphur dyes, and some of the finishers use these dyes in getting the colors desired on the milk and cream jars. As the vat dyes are rather insoluble in water they are not used for direct dyeing of the stock. But their leuco compounds are soluble and can be used. The process used with most of the dyes consists in impregnating the fibre of the stock as much as possible with the dye solution and then exposing it to the air. The re-converting action of the oxygen in the air makes the color fix itself firmly on the fibre of the stock and usually a fast color results.

If the container is going to be slit open and the contents used the day of delivery, the question of fastness of color is not important. But, as before stated, some of the dealers display the containers for commercial reasons and consequently the color must hold up well during the time of exhibition. Then, again, some housewives keep the containers for other uses, such as for plants or to hold spices, in which case they expect the coloring to hold.

IF the stock is dyed with acid dyes, the bath is made up with about 4 per cent of sulphuric acid, 10 per cent Glauber's salts and the solution of dyestuff necessary to get the depth of color. The stock is entered with the bath at a medium temperature and gradually brought to a boil which is kept up for about two hours. The basic dyestuffs are also used to some extent and usually without the use of contributory properties such as are required with some dyes. The stock is entered with the water at a medium heat and the temperature is gradually raised to about 180 deg. F. Keep the boiling going until the right shade results. Stains, blotches and various marks that make regularly dyed goods defective are not considered important in dyeing stock for paper containers for the reason that the containers are cast into the garbage can so soon after delivery by the milkman, unless they are for some special purpose. Hence one will not find many seconds in any finishing factory engaged in this line of work.

The surface of these paper or cardboard milk containers can be glazed, embossed, dyed or finished according to requirements. All this cannot be advantageously done on glass containers.

Paper Products in Transparent Packages

THE accompanying illustrations show two new transparent packages for gift shop items. The lower package contains twenty-four Dry Glass coasters in bridge shapes and intended for use under glasses con-



Dry mats in a transparent package

taining iced drinks. The foundation of the package consists of a square of coated box-board covered with a square of dull black paper. Four piles of the coasters—each in a different shape—are arranged on this foundation and wrapped in a square of transparent cellulose. A hand-lettered label is pasted on the face of the package. This label describes the product and suggests its use.

The package illustrated above is similar in every respect except that the label is triangular in shape.

Both packages, because of their transparency and arrangement of the products, combine utility with a high degree of appeal. Products and packages are manufactured by Longee-Swansen, Inc., of Haverhill, Mass.



The transparent package permits full view of contents

The Package Makes a Hole-in One

(Continued from page 33) found feasible. Although a commodity may, by all manner of appropriateness, be sold in a variety of outlets, it is seldom that the same package will do for all. And few of them, unless designed for that express purpose, will meet with success (or will even be accepted) in the gift shop, the new outlet to which we have been referring. To this end we designed our new gift shop package.

When the United States Rubber Company decided to merchandise "U. S." Royal golf balls through gift shops from coast to coast, the usual package problem had to be solved. We had met with substantial success in the club house, the sporting goods and department stores, our normal primary market. Our standard package is suitable for sale through the channels for which it is planned. It is compact, well packaged, good in color and design, and very effective; the contents are made known at first glance, it is easily remembered and has advertising value and sales appeal. For its customary use it is well-nigh perfect. A new container was necessary if our product was to be exploited in the gift shop.

THE standard package could never wedge its way into the gift shop field if it were not dressed up in fitting array to associate with other packages in this market.

The container-within-container idea was finally chosen as the best of all. The size and shape of the standard package being the most suitable possible, we set about to design a gift-shop container with which to enclose it.

Size and shape eliminated, we next concentrated our thoughts on the type of container. After due consideration we chose the tuck-in, folded carton which could be shipped flat from the box maker to our distributing branches where golf balls are packaged. Our standard container fitted snugly into the special gift-shop carton agreed upon and prepared our product to make its bow in a new market.

Having solved our problem thus far, it remained for us to devise a design that would appeal to the customers who purchased gift-shop items in a market devoted exclusively to this type of merchandise. Our standard package being utilitarian in every aspect, it was necessary to make a wide departure in design, which would be suitable to this special type of outlet. So we asked George Callahan, the eminent Irish poster artist, to design a gift package in his own inimitable style. The result was unique for color, for humor and for usefulness after the contents had been removed. The package, reproduced here in color, speaks for itself. The golfing figures, printed in color, suggest the product, although not a single word of advertising (not even a trade mark) appears on the container. That is taken care of when the purchaser removes the outer container. The interest created by this gay and striking carton is more intriguing and effective than if copy were on the outside, for at one look the customer's hands immediately strike out to grasp it in an effort to appease his curiosity as to the contents of this enticing golf package.

THE design is carried out in three sizes of containers as most people bent on purchasing a gift limit themselves to a definite price maximum and will not budge from it. Hence there is a carton for three golf balls, one for six and another for a dozen. The price range is an attractive one and is conducive to far greater sales than would be possible with a single size for those who desire such a gift for the golf devotee.

The cartons are made of a high-grade boxboard which has been coated to enable it to reproduce the printed figures more strikingly. The background of black forms a splendid setting for the humorous golfing figures portrayed in various postures and predicaments of the game. The varnishing process, applied after the container has been printed, brings out the design in an impressive vividness and gives each color a clean-cut character.

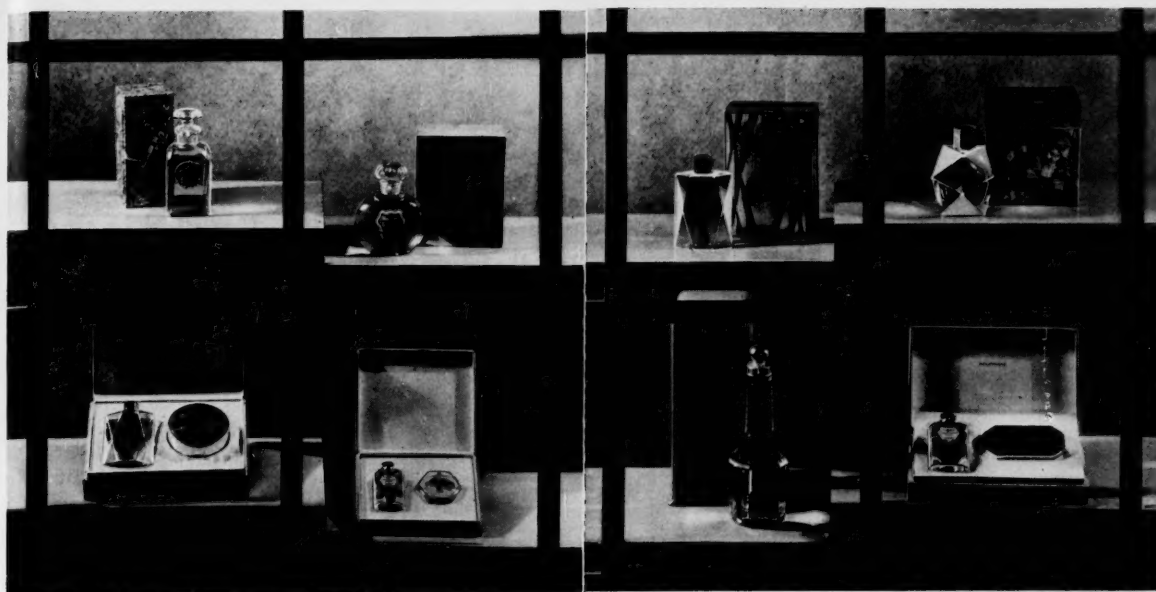
A Package Establishes Price

THE public preference for the one-price method of marking merchandise has long been proved by the success of the five- and ten-cent stores, one-price shoe stores, and other adaptations of the idea. It has remained for J. S. Ivins' Son, Inc., of Philadelphia, Penna., however, to apply the idea to the packaging of crackers. Something over a year ago they brought out their "Reddy" line of crackers, which comprised their most popular varieties, all put up in packages of the same general design and intended to retail at the uniform price of 15 cents. Differences in manufacturing costs between the different varieties were taken care of by slight variations in the size of the packages.



Red top of cans establishes retail price

So popular did the one-price idea prove to be, both among grocers and housewives, that the company has now developed a new line of tin containers for their crackers which likewise is a one-price line. All of the cookies, cakes and crackers included in this new line, known as the "Red Top Tin" line, are packed in containers of the same general size and design, using the standard cream, brown, and "Ivins' Red Top" color scheme, and featuring the well-known Ivins' Baker trade character. The entire line of Red Top Tins retails at the uniform price of 31 cents each.



Photographs Courtesy of Houbigant, Inc.

Packages in Advertising

**Packaged Toiletries Displayed and Photographed in an Interesting Manner
Are Used in a Series of Advertisements**

HOUBIGANT, INC., of New York, have recently employed the above illustration in a series of advertisements published in a large number of periodicals.

Although the use of photography as a basis for an advertisement is not new, many otherwise effective advertisements have been rendered ineffective through the use of photographs which lacked the eye-arresting qualities necessary to attract attention and produce a lasting effect.

Analyzing the above illustration we find that the photographer has achieved his effects principally through the use of a simple setting and effective lighting. The setting resembles a small many-paned window as seen from the outside at night. Each package is displayed on a separate level on a miniature stage—thus separating it from the others and preventing the impression that this is a group of packages.

THE background in plain and lacking in eccentric shadows or designs thus would tend to divert attention from the designs of the packages. Skillful lighting brings into view the attractive features of each container, and emphasizes the design of the boxes or glass bottles.

In a recent issue of the *New Yorker* these photographs were reproduced on a two-page spread accompanied only by the name of the manufacturer. In another advertise-

ment only one of the photographs appeared. This was accompanied by a small amount of advertising copy.

Manufacturers of packaged merchandise have come to realize that effective photographs of their products produce better results in advertisements than pages of well-written copy. The aim of all advertising is to "fix" the image of the outward appearance of the product in the mind of the possible purchaser, and the repetition of an image—either photograph or drawing—will aid in establishing the identity of the product. Good photographs are especially effective in accomplishing this purpose because they present the product in its true form and without the distortion frequently found in other forms of illustration.

An added reason for using photographs in advertising is that this practice does away with the necessity of using large quantities of verbose copy. Lengthy descriptions of the beauty of the package, and quite frequently the quality of the product, can be dispensed with and copy restricted to an attempt to link the name of the manufacturer with the product. By the use of photographs the attention of the reader is immediately focused on the outward appearance of the product—its package form or decoration and the identity of the product is permanently established.

These photographs are reproduced here in the hope that other manufacturers of packaged merchandise will realize the rightful place of packages in advertising.

Thermos Displays for Packaged Foods

The Growing Use of Packages for Frozen Food Products Has Resulted in the Manufacture of Small Size Refrigeration Units

By ARTHUR H. PAYSON

Manager Container Department, The American Thermos Bottle Co.

EVERY reader of MODERN PACKAGING knows what a "Thermos" bottle is, but few are acquainted with the fact that the efficient little "picnic bottle" has grown in size during the last two years to a point of consequence in the merchandising of perishable food. Prior to two years ago it was thought impossible to manufacture a Thermos bottle over three quarts to a possible gallon in size. At that time in New York City, a million dollar plant had begun production of a single ice cream specialty and was confronted with the problem of merchandising 1,000,000 bars of ice cream daily. A refrigerated storage unit of small size and cost of operation was essential, and Thermos was appealed to. The present one-gallon size Eskimo Pie jar was produced to serve the purpose. Refrigerated with a bit of dry ice, thousands of these little counter jars sold millions of Eskimo pies this last summer in metropolitan New York alone. The attractive lithographed orange

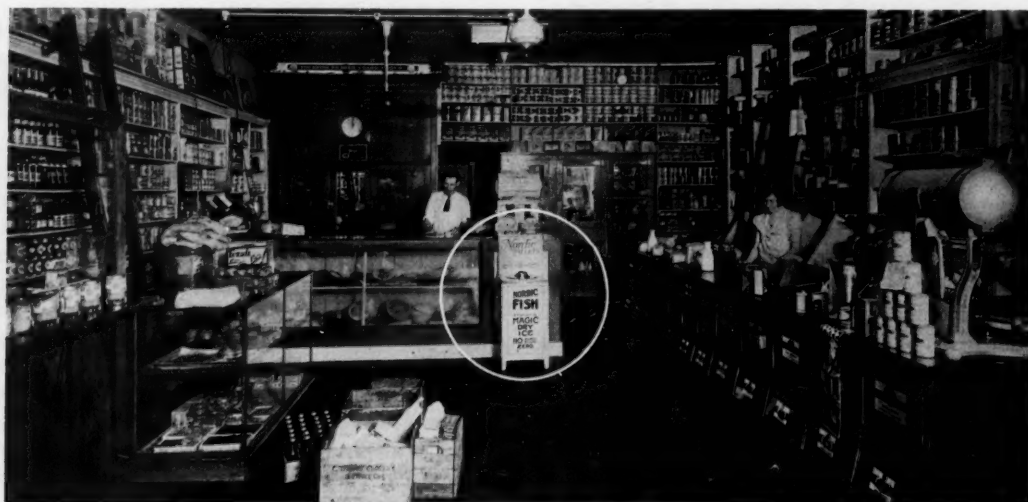


One gallon display jar for packaged products

barrels with a reproduction on them of the product they contain constitute effective advertising.

Nature dresses up the package containing her sweets, whether flowers or fruit, in color. That is her package that attracts the eye and creates the impulse to smell or taste. This fundamental fact backed up by the startling results obtained by the Eskimo Pie Corporation caused our company to further investigate the possible retail sales field.

The ice cream industry was the first to be developed, and larger size "Thermos" jars were produced. First, two gallons, then five and eight gallon containers, as we now call them. Cups of ice cream, individual cuts and then pint and quart bricks in packages were successfully kept refrigerated. Sales increased where these display counter jars and floor cabinets were installed. Suggestion and ready availability of product were combined. Resultant increase in sales to from double to quadruple were certain as



Large Thermos display container in use in grocery store

soon as Thermos units made their appearance. Truly it can be said that Thermos has "taken ice cream out from behind the counter."

Success in the ice cream field attracted attention. In the past few years tremendous progress has been made in the fishing industry through the quick freezing of salt water fish. The Atlantic Coast Fisheries were daily producing and shipping carloads of packages of fresh fillet of haddock to their national distribution agencies—a delicious sea food fresh from the trawlers instantly frozen and stored in rooms of low temperature. Transportation offered no problem nor did storage and delivery to retail stores in inland towns.

Its delivery hard frozen into the hands of the housewife was assurance of its freshness. There came the problem, as refrigeration in retail meat and fish markets is maintained by temperatures slightly above freezing. Thermos cabinets now grown to twenty-gallon capacity refrigerated again with dry ice at its 114° below zero fahrenheit temperature completes the refrigeration chain. Some of these cabinets are permanently lettered while others are equipped with fasteners for cardboard posters, frequently changed to promote a continual demand. These fish cabinets have records of sales increase within two weeks after installation of from one hundred to one thousand per cent.

The reason for this sales increase is an enlargement of the packaging idea. Thermos containers are representative of the package and NOT the product. There is more snap, color, and sales value in the attractive package than can be shown in any food product in spite of attempts at artificial coloring and decoration of shape. Thermos is not content with allowing this display refrigeration idea to rest with ice cream, frozen fish and meat. Its engineers are now working with the leading manufacturers of perishable food products, candies, and citrus fruit juices where temperatures above freezing must be constantly maintained.

The vacuum principle of "Thermos" insulation making possible refrigerated display units in distribution points, ninety per cent of which are without any other means of refrigeration, is contributing to the gradual re-adjustment of food merchandising which began with the discard of the sugar barrel.

We Interview Billy B. Van on Packages

(Continued from page 27) their autumn colors—gold—orange—reds and brown. Hunting for a way to begin my letter I hit upon the idea that if I could carry this picture to the people I was writing to I could give them an idea of the beauty of the woods at that time. I wrote a description, ending it with—"it looks to me as if Mother Nature had wrapped herself in her Paisley shawl," and sent the letters out. The response was tremendous. Again I had merely brought to the city-bound folks, who couldn't get away from work or home long enough to see the beauty of the autumn, just a word picture—and they bought the soap.

"BANKS throughout the country that are vending in vending machines, thrift banks, are now devoting half the space in the vending machine to our soap. We have convinced them, I think, that cleanliness and thrift go hand in hand.

"Of course the packages we have used have undergone evolution since I first started making the Pine Tree soap. We have improved them a lot. When I first started in business I didn't have money enough to buy good packages, but even the first packages used had my name, the name of the product and a slight suggestion of the environment in which it was made, on it. As we have progressed and our sales have increased we have been able to afford better art work and better printing, and the effect has justified the expense.

"As the demand arose for each new product, a new package had to be designed for it. For instance—tooth paste. A tube was necessary. We decorated the tube with the same familiar pine tree design, thus tying it up with the Pine Tree soap for which a market had already been established. The same holds true for powders, jars and other packages. Believing that the Pine Tree soap, my first product, has been sold through its cleanliness and purity and associated through advertising and consumer recognition with the package, we used the same design for each product as it came along.

"I am planning to put on the market a small green jade bowl, just the sort of bowl you want to hold in your arms. This is to be filled with some of the soil dug up from around the roots of the pine trees, which is to be kept moistened with just a few drops of pine tree oil. I am working now on a package to hold this, for I would never attempt to sell it without a package. This is for use of those who cannot reach the pine trees. For invalids it can be put under the head of the bed so that they can sleep with the aroma of the pines around them. Business men have found it useful in their offices to counteract the odor of tobacco and cosmetics usually found in offices. One large radiator company is planning to use it in connection with the humidifiers on the radiators. To hold the pine tree oil to go with this to be used for refilling, I am going to use a jug made of soft clay, and the pine tree trade mark, if such it can be called, will be scratched in it while the clay is soft. For closure over a heavy cork I intend to use a great blob of red sealing wax stamped with a replica of the famous old pine tree shilling. We want the package to be rough—to suggest the rough bark and environment of sturdy pines.

"Of course the packages alone didn't sell Pine Tree soap, but they made it possible for me to sell it when I wasn't around to tell people how good it was. My signature is on each one, and the first thing anyone saw when looking at a package was, Billy B. Van's Pine Tree Soap. All these products are made in the little town of Newport, N. H., among the gorgeous pine woods. Our plant is flooded with sunshine and my boys and girls who work for me are a happy, laughing lot. They're absorbing the sunshine—the products are made in the sunshine and we feel that every package contains some of the sunshine of life."

Shall the Trade Mark Register Be Opened to Packagers?

(Continued from page 32) novelty, he took it for granted that the coast was clear and that he could set himself up as sole owner and proprietor of his mark. Such confidence in the sufficiency of the Trade Register has been reaping a harvest of woe. Searchers of the Government file, finding no earlier mark in their mode, have gone ahead and contracted for advertising space and purchased special boxes and labels, only to find that they had been forestalled by an older mark, unregistered but fully entrenched nevertheless.

TO put an end to this mess, and provide one all-embracing check list which will give conclusive verification to trade mark hunters, the proposed law would set up, for search purposes, an official collection of unregistered marks. And, in recognition of the fact that trade marks and modern packages are drawing closer and closer together as clues in purchase, it has been decided to take packages into the fold along with symbols, goods-names and phrases. It is not pretended, of course, that a deposit of a package in the new file would afford as full protection as a trade mark enjoys under the registration system. But it would be a case where half a loaf was better than none. And the proposed cost is much less—a fee of \$2 for deposit, as against a \$10 charge.

The great boon to package users in the planned extension of facilities—aside from the more definite recognition of the package as the equivalent of the trade mark—would be the service in prevention of involuntary duplications. The great majority of instances of package design repetition are unconscious and unintentional. The ditto packers just happened to stumble on the same idea as another packager whose operations were out of sight, say, in another market. Or a package designer works too steadily in the same groove without realizing it.

Packages for export would enjoy a special, extra protection under the contemplated law. Indeed, the packages destined for overseas would be privileged to obtain, upon payment of \$25, what would stand in name and in fact as a "registration." Export registration, as this new form of package protection would be termed, would be limited in application to the foreign field—a special gesture here at home primarily to enable the packager to qualify for protection under the laws of foreign countries—but it would be of value practically and sentimentally. In order to enable the packager to establish package rights in foreign countries before he unveils a new package, the law would open export registration not only to actual going packages but likewise to packages "about to be exported" and adapted or intended to distinguish the goods.

THERE is one phase of this pretty plot for export registration of packages that is causing a few misgivings among cautious package users who have discovered what some of them apprehend to be a joker.

Export registration of packages, as now planned, would be secret registration in that there would be no advance publication of applications so as to allow protest by other packagers who felt that the would-be entrant transgressed their rights. To be sure, the damage, in any event, would not be irreparable. Any registration at the U. S. Patent Office may be canceled or revoked upon suitable showing that it should never have been issued because there is injury to an older inhabitant. At the same time, a few skeptics are dubious lest what they term hidden or secret registrations, even though limited to the foreign field, might make trouble for the very class of packagers who have the best right to protection of their design discoveries.

On top of the other sops to packagers in the Trade Mark Revision Bill, there is offered, in Section 29 of the Bill, a final form of protection that, even though indirect or roundabout, may prove valuable on occasion. Section 29 makes liable to an action for damages and to a suit for an injunction any person who shall affix or apply to any article of merchandise or any container "a false designation of origin or any false description or representation." This section of the Bill, it may be whispered, is put in to satisfy the interests that, for years past, have been clamoring in Congress for "truth in packaging" and "honest labeling" legislation. The "false designation of origin" is designed particularly to curb any packagers who might be tempted to lead the public to suppose that the packaged wares came from a famous center of an industry, or a trusted seat of production, when such was not the case.

A postscript might be added to the effect that this consolidated program of revision, as now pending in Congressional committees, is not necessarily in the form that will be submitted for final vote in either the House or the Senate. If the container industries, or the users of packages, desire to see changes made there is yet time to speak. What is needed is the development of a composite "conscience" in packagedom that will advise Congress of the state of inside sentiment before it is too late.

So that the reader may have a comprehensive picture of the various angles of the above subject we append herewith a list of articles by Mr. Fawcett that have appeared in MODERN PACKAGING.—EDITOR

<i>Danger Line of Package Similarity</i>	page 38, April, 1929
<i>Protection Under the Common Law</i>	page 38, Oct., 1929
<i>Winning Trade Mark Recognition for the Package</i>	page 52, Nov., 1929
<i>When Package Use Establishes Trade Mark Rights</i>	page 32, Dec., 1929

Public Interest in Packaging

(Continued from page 39) Through the use of modern methods of packaging this company has been able to maintain a production schedule consistent with popular demand.

EQUIPMENT AND SUPPLIES

Filing machines: Karl Kiefer Machine Co.
 Conveyor belts: Karl Kiefer Machine Co.
 Labeling machines: Economic Machinery Co.
 Jars: Hazel Atlas Glass Co.
 Photographs, courtesy of Karl Kiefer Machine Co. and the Philadelphia Public Ledger.

The Kiefer Visco Again



Packaging Elmo Facial Creams

THE dainty, handsomely-finished packages of Elmo toilet products tell the story of the highly modern and efficient manufacturing methods for which Elmo, Inc., Philadelphia, is recognized.

Cleanliness and accuracy, as well as speed, are essential in the plant equipment, and the Kiefer Visco—of which two are used—fulfill these conditions ideally in the handling of the facial creams.

Without any smearing of the jars, the Visco fills them with an accurately measured quantity of the cream. Different size packages are handled for which the machine is adjusted in a few minutes.

The jars are automatically discharged from the Visco onto the Kiefer "To-Fro" Cooling Belt Conveyor, which, in this plant, consists of nine belts each forty feet long—all in one frame with one drive—operated by a half horse power motor.

Cream products of all kinds, salves, ointments, etc., are filled into jars, tins and tubes on Kiefer machines. Write for catalogs and full information.

**The Karl Kiefer Machine Co.
Cincinnati, Ohio**

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England.

Date Packaging in California

Modern Methods and Specially Designed Machines Facilitate Grading and Packaging of a Perishable Product

By R. H. POSTLETHWAITE

Consulting Engineer, Menakler Date Gardens

WHILE date growing and packing in the United States on a commercial scale is less than ten years old, great advances have already been made over the methods practised in eastern countries, where dates have been grown for centuries. Intensive cultivation, scientific watering and fertilization have very largely increased the yield per palm. Some of the older gardens are producing over 300 lbs. of fruit per palm and about 200 lbs. are considered a fair average for a well-kept garden. This is five times the average yield in Iraq where old methods have been in vogue.

The date palm by many is considered a desert plant. This, however, is a fallacy. Date palms grow either in an oasis in the desert, as in Algeria, or on the banks of rivers like the Euphrates, in both cases obtaining ample water from the soil. Without going into the intricate subject of varieties, not all of which require exactly the same climatic and soil conditions, the date palm generally requires a moderately well-drained sandy soil in a location where the total seasonal heat units are high and the ripening period long sustained, in addition to low average humidity. There are small areas in California and Ari-

zona where these conditions more or less obtain and in these areas dates can be grown to perfection.

Packing facilities are provided in Coachella Valley by the large plant of the Deglet Noor Date Growers Association at Indio. The members of this association control probably 90% of all the Deglet Noor dates produced. The next largest plant is owned by the Valley Packing Corporation and is situated in Monrovia, about 125 miles from Indio, located there because

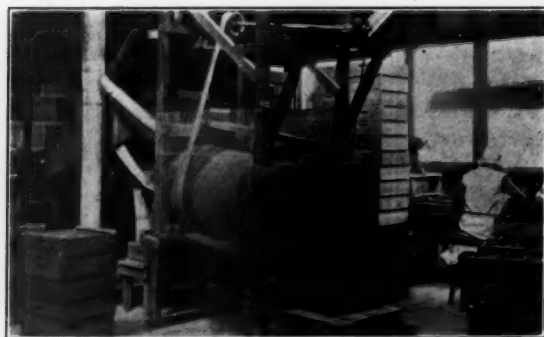
on the San Gabriel Valley foothills the climatic conditions seemed more desirable for the work. This Monrovia Packing Plant handles all varieties of dates and probably 80% of the soft or Persian varieties, whereas the plant at Indio specializes on Deglet Noors, an Algerian variety, and Saidy, an Egyptian variety. A few smaller packers in the Valley take care of the balance of the fruit.

As the plant of the Deglet Noor Association at Indio includes all the latest

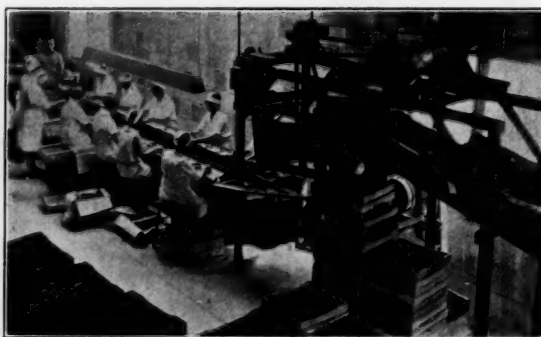
machinery and appliances, a brief description with photographs will explain the methods now used. Growers haul their fruit to the receiving room door where it passes over scales and the gross and net weight are recorded. The fruit then goes to the sampler machine



Type of packages used in date packaging



Sampler and cleaner, capacity 3000 lbs. per hour. On right, sampler grading table



Double grader. Capacity 600 lbs. per hour. Note feeder belt at right

Speed

And a Principle Which Makes It Possible

WHEN the user of an old type, cam operated cartoning machine becomes interested in the Constant Motion Cartoner, one of the first questions he asks us is "How is such a high production speed possible without excessive spoilage of packaging materials and extreme wear and tear on the machine?" They know, these users of old type machines, that high speed in a cam operated cartoner is always accompanied by imperfect work and costly shut-downs for repairs.

We have found that the best answer to the above question is a demonstration of the Constant Motion Cartoner in actual operation. Even the least mechanically inclined of observers understands at once the beautiful simplicity of the Constant Motion principle. Fundamentally, this principle consists in the constant, continuous movement of all materials through the machine, and the performance of all operations "on the run," without the jar and strain incidental to stopping and starting the movement of materials as each operation is performed.

There is no lost motion in the production cycle of the Constant Motion Cartoner, whereas in the cam operated machine, over half of each production cycle is lost motion. In other words, all materials in progress through a cam operated cartoner are at rest for a longer time than they are in motion. As a consequence, at any given rate of motion for materials, the ordinary production speed of a Constant Motion Cartoner is more than double that of the cam operated machine, and this speed is attained without the possibility of damage to materials or strain on the machine.

Imagine for a moment two automobiles which are to travel at a fixed rate of speed. The first car is to move continuously, while the second car must stop at frequent intervals and remain stationary for at least as long a time as it had been in motion previous to the stop. The first car travels on the Constant Motion principle, while the second progresses in accordance with the operating principle of a cam operated Cartoner. There is no doubt as to which car will cover any given distance more quickly and efficiently, and with less wear and tear on the mechanism.

The superior efficiency and durability of the Constant Motion Cartoner as compared with any cam operated cartoning machine is as obvious and as easily demonstrated as is the superior efficiency of the first car over the second car in the above analogy.

We ask only the opportunity to prove this. May we arrange to show you a Constant Motion Cartoner in operation under service conditions? You will agree with owners from coast to coast that:

Never Before Has So Much Work Been Done, So Perfectly, With So Little Mechanism

R. A. JONES & COMPANY, INC. P. O. BOX 485
CINCINNATI, OHIO

which is of entirely new design and saves at least 80% of the labor of initial grading as used in preceding years, so that a rather full description is called for.

The lug boxes of fruit, each containing about 20 lbs., are dumped at the rate of about five every two minutes on to an inclined eighteen-inch-wide feed belt, traveling two and one-half feet per minute. This delivers the fruit at the rate of 3000 lbs. per hour on to an inclined grating made of $\frac{1}{4}$ in. bars set so as to leave a $\frac{3}{8}$ in. space between them. Air at the rate of 1000 cubic feet per minute is drawn through the grating carrying dust, dirt, calyces, trash and any insects there may be through the suction of a fan which discharges outside the room.

PASSING the grid traveling very fast in a thin stream 18 inches wide a 10% cut is taken out by means of a slot 2 x 3 in. in the center of the shoot. This 10% cut is then carefully graded on another belt by competent hand graders into three grades and culls. The percentage of these grades is then applied to the total shipment and the grower so credited.

The 90 per cent of the fruit then goes through an inclined cylinder 24 in. in diameter by 4 ft. 6 in. long. This cylinder is lined with brushes and has also a 10-in. diameter brush revolving within $\frac{3}{8}$ in. of the lining brushes. The cylinder makes 60 revolutions per minute and the brush 150, the combined action, aided by air suction, thoroughly cleaning the dates. This machine takes care of all varieties of fairly firm dates, the very soft ones, however, requiring a different method of cleaning, to be later described.

From the sampler and initial cleaner the dates conveyed by lift trucks are placed in the vacuum fumigators. These are large drums with hermetically sealed doors, each drum holding a ton of dates at a charge. A pump takes the air out to a 28-in. vacuum and then carbon bisulphide is injected. After one and a half hours of this treatment the carbon bisulphide is pumped out and fresh air circulated, effectually dissipating any trace of the gas, but the treatment has entirely killed not only any insect life but destroyed the germ in any eggs which might be on the dates. The dates then go over another series of grading tables. The latest addition to these tables consists of an 18 in. feeder belt traveling 6 inches per minute, delivering into an 18-in. diameter cylinder 3 ft. 6 in. long. This cylinder is lined with soft toweling on an easily removable frame and has a 10-in. diameter, long hair soft brush revolving within $\frac{1}{4}$ in. from the toweling, thus giving a final polishing to the dates. The cylinder is fitted with air suction so that any dust removed from the fruit is immediately discharged out of the room. The cylinder, being inclined on a 9 per cent angle, discharges the fruit through a divided shoot on to a rubber belt 30 inches wide, 20 feet long, on each side of which sit 6 graders. The belt is divided by slats into four runways into which the various grades are placed.

Soft fruit, instead of being cleaned by cylinder and brush cleaners, is fed on to a perforated metal belt where water sprays directed from both above and

below thoroughly wash the fruit. Continuing its travel on these belts the fruit is graded, placed on shallow trays three feet square and stacked sixteen high. These stacks are then taken by lift truck and placed in a Casey cabinet dehydrator to be dried from wash water and also from excess moisture content.

All of the machinery, except the Casey dehydrator, which is a patented machine originally designed for dehydration of prunes, has been specially devised for the commercial handling of dates. The feeder belt described has enabled both firm and very soft fruit to be fed to grading tables of any required capacity without damage to the fruit. The idea for this originated with T. J. Gridley, late manager of the Deglet Noor Date Growers Association. No patents have been taken out for any of the special machinery and the above brief description will enable any one to build it, the only thought of the designers and large packers being to have all packers, large or small, put out a date pack which will be a credit to the industry. After final grading the fruit goes to the packing room where, at the Deglet Noor Association, it is carefully hand placed in the following packages or containers. The softest fruit is packed only in a shallow box with a transparent cellulose top held in place by a collar of the same material as the box itself.

THE Desert Gold brand represents the finest grade of dates packed by the Deglet Noor Date Growers Association. It is packed in a manner similar to fancy candy and sells at a corresponding price. The one-pound size is a white carton wrapped in transparent cellulose, while the two-pound size is a tin box with a palm-tree decoration. The volume business, however, is carried on under the Desert Dainties and Golden Valley brands. Fibre cans with tin tops and bottoms are used extensively. Twelve-ounce, one-pound, and three-pound sizes are the most popular, although five- and ten-pound cartons are becoming more popular as the domestic date becomes better established as a regular item of diet.

So far the only by-product manufactured by the Association is "Crumbledates" which, as the name suggests, is simply dates seeded, ground, and partially dehydrated. This product is packed for the retail trade in a nine-ounce waxed tub such as is used by makers of cottage cheese, while for the large users the customary number ten tin is found well adapted to the product. Lower grades are not put up in small packages but go to the low-priced markets in ten- or twenty-pound fibre cartons or in thirty-pound boxes. The fruit is delicate and so far does not lend itself to machine packaging, although sometime in the future methods may be evolved to so handle it.

After packing, all containers are carefully sealed so as to ensure the fruit reaching the consumer in such state that it will give satisfaction and call for repeat orders.

Our main idea has been first to clean the fruit most thoroughly both from insect life and contamination of any sort, to insist on personal cleanliness of all employees, and strict sanitation in the plant.

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WRITE FOR

SALES APPEAL

A FREE COPY OF THE INTERESTING BOOKLET
 "SALES APPEAL IN MODERN PACKAGING"
 WILL BE MAILED ON REQUEST.

**COUNTER
 ATTACK**

Many products...perhaps
 your own...are adaptable to
 the sales stimulating ability
 of a counter display container.
 Don't overlook this sure-fire
 method of commanding at-
 tention in your dealers'
 stores... *To sell 'em you must
 tell 'em*... a properly designed
 counter display will do the
 trick... head and shoulders
 above other products compet-
 ing for your prospects' dollars.
 Let Crescent develop a display
 that will help you promote a
 real "counter attack" for
 more sales.

CRESCENT ENGRAVING COMPANY
 KALAMAZOO, MICHIGAN

Among Package Users

OAKFORD & FAHNESTOCK, Peoria, Ill., have organized a cooperative plan under the name of the Blue Ribbon stores. It is reported that about 500 stores in Illinois and neighboring territory have joined the organization.

THE Carnation Milk Products Co. has changed its name to the Carnation Co., with headquarters at Oconomowoc, Wis.

THE Boots Pure Drug Co., Ltd., largest pharmacy chain in Great Britain, controlled by Drug, Inc., has incorporated in Canada with 10,000 shares of no par stock.

THE Sun Maid Raisin Growers' Association has made arrangements with the Memorie Fruit Co., Fresno, Calif., for the packing of dried figs to be marketed under the Sun Maid trade mark. The sales will be handled by the Sunland Sales Cooperative Assn., a subsidiary of the raisin growers' association.

THE National Wholesale Grocers' Association will hold its annual meeting at the Congress Hotel, Chicago, Jan. 20, 21 and 22, 1930.

THE Welch Grape Juice Co., Westfield, N. Y., has been acquired by a syndicate headed by Paul M. David, Nashville, Tenn.

THE National Adhesives Corp., New York City, held its annual sales convention in New York, Dec. 19-21, 1929. Representatives from branch factories in the United States, Canada and England were present. On Dec. 21 the entire group visited the main factory at Dunellen, N. J., and the convention closed with a banquet at the Hotel Pennsylvania. The principal address was delivered by A. Alexander, president of the corporation.

AFFILIATION of Chase and Sanborn of Boston, coffee and tea distributors, with the Royal Baking Powder Co., of New York, has been announced.

THE Gelfand Manufacturing Co., manufacturers of mayonnaise and salad dressings, has merged with Kraft-Phenix Cheese Co.

FOLLOWING the recent acquisition of the Bristol-Myers Company of New York by Drug, Inc., it will be known as B-M. Proprietary Products, Inc.

A recent announcement by H. S. Gilhams, president of J. S. Ivins' Son, Inc., Philadelphia, Pa., states that this company has purchased the Medlar Biscuit Co. of Philadelphia. Extensive alterations are being made, and new machinery installed to increase the capacity of the Medlar plant which will operate as an auxiliary plant under the same factory personnel

as the main Ivins' plant, located at Broad & Mt. Vernon Sts., Philadelphia.

THE National Syrup and Molasses Association will hold its annual convention at the Congress Hotel, Chicago, Ill., Jan. 22 and 23, 1930. Among the subjects to be discussed will be the question of weights and measures on packages with a view to arriving at understandable forms for the consumer.

Among Supply Manufacturers

THE Gummed Products Co., Troy, Ohio, announces the opening of a new office at 1704 Union Central Building, Cincinnati, Ohio. Edward F. Herrlinger, formerly with the Union Selling Co., has joined the organization in an executive and sales capacity, with headquarters at Cincinnati.

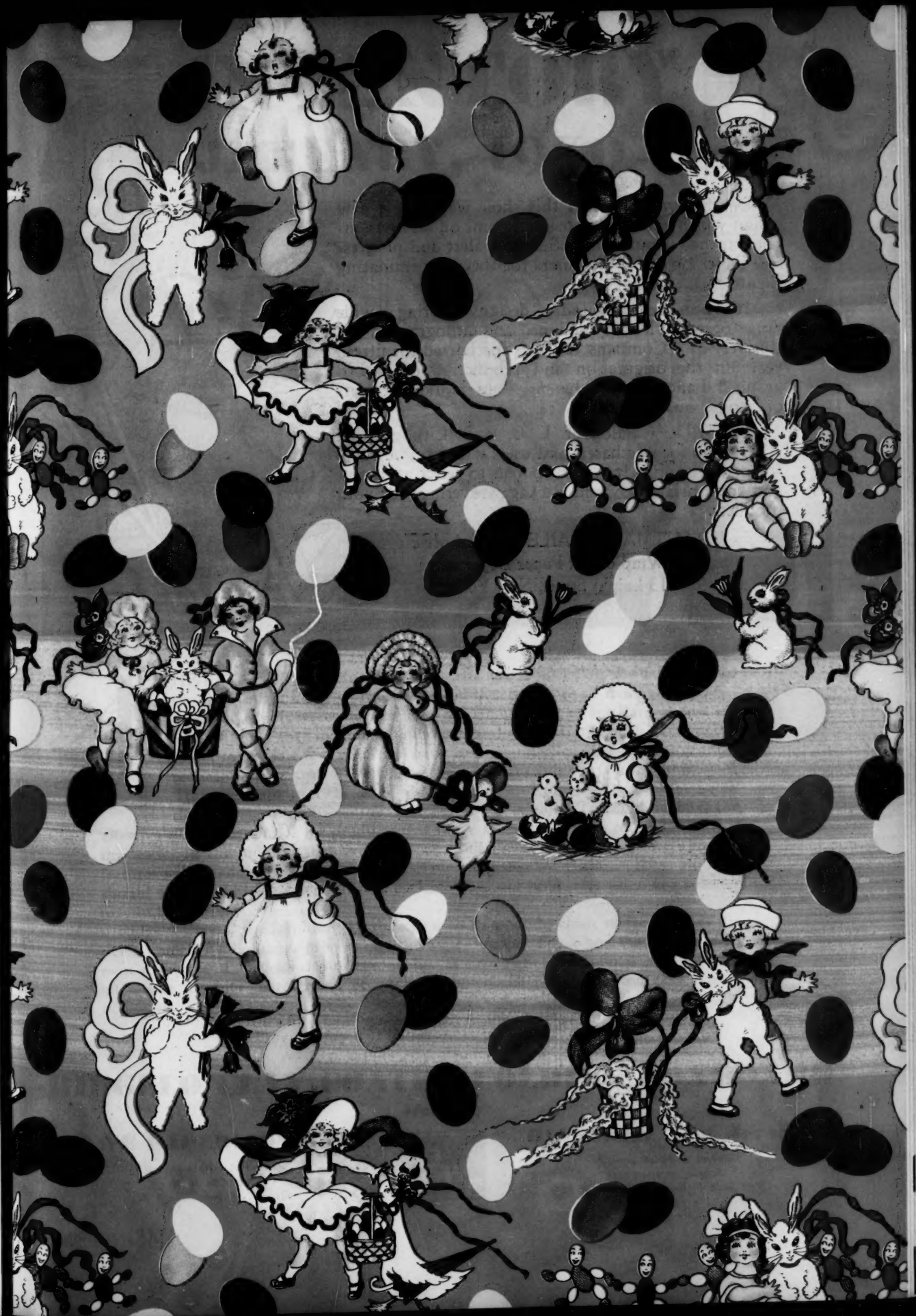
A consolidation has been effected between the United States Printing & Lithograph Co. and the American Lithographic Co. Both companies will be operated under their respective names, the latter remaining as an independent and self-contained organization. It is understood that the officers and management remain unchanged.

A. L. JOHNSON, Cleveland representative of The National Packaging Machinery Co., has been transferred to the Boston office of that company. D. M. Hester, 1610 East 82nd St., Cleveland, Ohio, is now in charge of sales in the Cleveland territory.

EDWARD N. ROWELL, president of the E. N. Rowell Co., Batavia, N. Y., died Dec. 21, at Clifton Springs Sanitarium. Mr. Rowell was born in Utica in 1847 and in 1882 organized the E. N. Rowell Co., which has become one of the largest paper box companies in this country.

GEORGE C. FOWLER, president of the Hampden Glazed Paper & Card Co., Holyoke, Mass., died recently. He was one of the founders of the company of which he was president and, with the passing of Mr. Fowler, the industry has lost one of its leaders of longest experience and broadest vision. Ralph N. Fowler, his nephew, succeeds him as president of the company and Norman N. Fowler, his brother, is also a member of the organization.

ALL litigation between the Automatic Packaging Machinery Company of Nashua, N. H., the Gordan Machine Company of Massachusetts, and James Macnaughton has been ended. All of the rights of the Gordan Machine Company and Macnaughton in the patents and trade marks covering the Auto-Pack machine have been acquired by the Automatic Packaging Machinery Company, and the entire business will be managed by Edwin Morey, treasurer and owner, neither James Macnaughton nor his son Donald having any further connection whatever with the business.



On the reverse side of this sheet we show a new design which will appear at Easter time on many thousands of boxes put out by the most alert and progressive Paper Box Manufacturers for their discriminating clientele.

It is but one of a hundred designs covering a wide range of possible uses, designed and lithographed exclusively by a Company that has specialized for fifteen years in the origination and production of Lithographed Fancy-Floral, Juvenile and Holiday Papers on a rigid quality basis.

The 1930 Catalog of T. B. & B. Lithographed Art Papers for purchasers and users will soon be ready for distribution. It will help you to select attractive and appropriate Box and Package Coverings for your products.

TRAUTMANN, BAILEY & BLAMPEY

Box Wrap & Art Paper Department

13 Laight Street, New York



INVENTORY

JANUARY, 1930 ?



THE RETAILER of twenty or thirty years ago required an annual check-up simply to clean house. It was customary to accumulate all manner of things, many of which were outright gifts for large orders of standard goods. He found himself with too much bulk merchandise, and not enough sales appeal.

But in the last few years we have been standardizing, establishing trade names, and making merchandise sell by presenting it more attractively. The merchant of 1930 takes his inventory and finds more package goods than last year, and a future increase seems certain. The folding box, the effective display container for products that range from typewriters to dental floss, is the leader in the modern standardization of retail merchandise. To its well known features will be added this year an emphasis on better display qualities. After all, why should any article be packaged if that package does not hold sales value as a counter or window display?

Ridgelo Clay Coated Folding Boxboard, with its smooth, clean surface, makes the perfect stock for halftone, process or litho reproduction. For a box that becomes its own display and suggests distinctive quality at first glance, Ridgelo is proving year after year the most permanent, economical choice. There is no better clay coated boxboard.

Further information on developing the folding box as a selling display will be furnished gladly on request.

RIDGELLO CLAY COATED FOLDING BOXBOARD

Made by

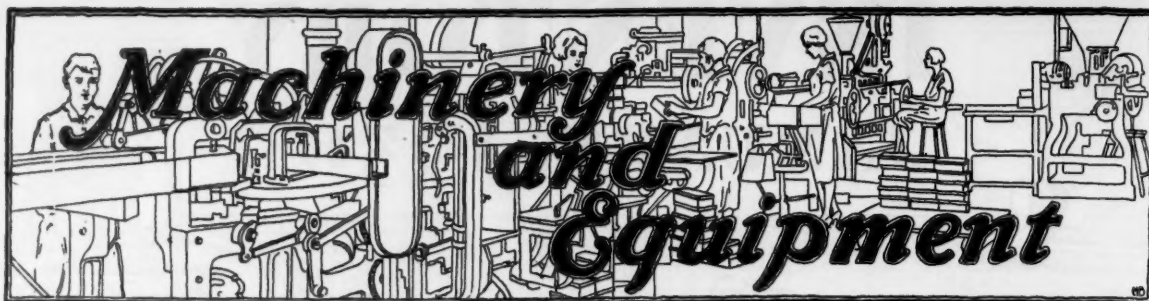
LOWE PAPER COMPANY

Representative in Canada
W. P. BENNETT
32 Front Street, W. Toronto



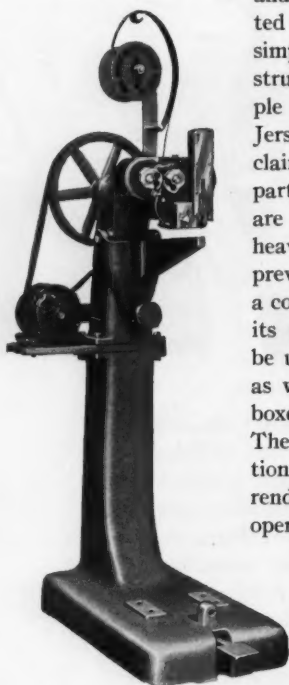
Ridgefield, New Jersey

Representative in Buffalo
MAURICE W. SIMON
52 W. Chippewa Street, Buffalo, N. Y.



New Corner Stitcher

THE New Jersey Wire Stitching Machine Co., Camden, N. J., announces the development of a new type of corner stitcher which is said to be of revolutionary design



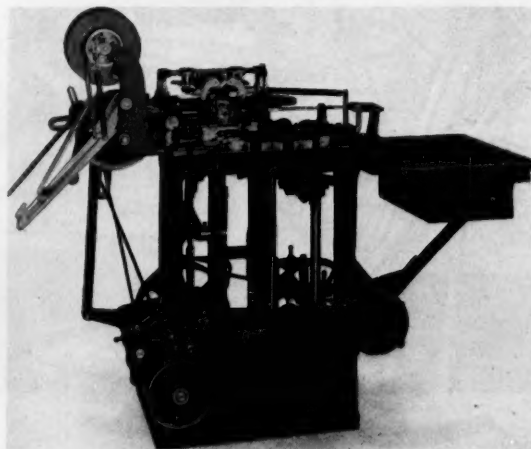
Corner stitcher for assembling wooden and fibre boxes

and operates on a newly patented principle which gives the simplest and most sturdy construction. With the new principle of operation of the New Jersey stitcher the company claims that not only are less parts required, but those that are used are considerably heavier and stronger than those previously used to accomplish a corner stitch. On account of its sturdy construction it can be used for assembling wooden, as well as stitching the usual, boxes and fibre board products. The simplicity of its construction makes operation easy and renders it popular with the operator. One of the new models, operated by an individual motor attached to the standard of the stitcher, is shown in the accompanying illustration.

Candy Foiling Machine

THE accompanying illustration shows a Forgrove foiling machine intended for use in wrapping chocolates, candy or bon bons. It is claimed that the machine is easy to understand and manipulate, the wrapping being always visible in any position. It is silent in action and economical in the use of foil. Special hopper feed arrangements can be fitted for any regular moulded pieces, whereby the machine can be run at a speed up to 100 pieces per minute. Special folding attachments are fitted for bars in order to secure the utmost neatness. In all cases the foil feed is from rolls and entirely automatic. Either tin or aluminum foil is suitable and paper-backed foil may be used in conjunction with the special folding attachments for bars.

This machine will foil any candy piece which does not exceed $1\frac{1}{4}$ in. in height and requires foil from $2\frac{1}{4}$ in. by $2\frac{1}{4}$ in. minimum to $4\frac{1}{4}$ in. by $4\frac{1}{4}$ in. maximum to cover



Special foiling machine for candy

it. It is also useful in foiling chocolate eggs not exceeding $1\frac{5}{8}$ in. diameter and $2\frac{1}{2}$ in. long. Power required, $\frac{1}{2}$ hp. Output 60 per minute. Floor space 5 ft. by 3 ft. 6 in. One operator required.

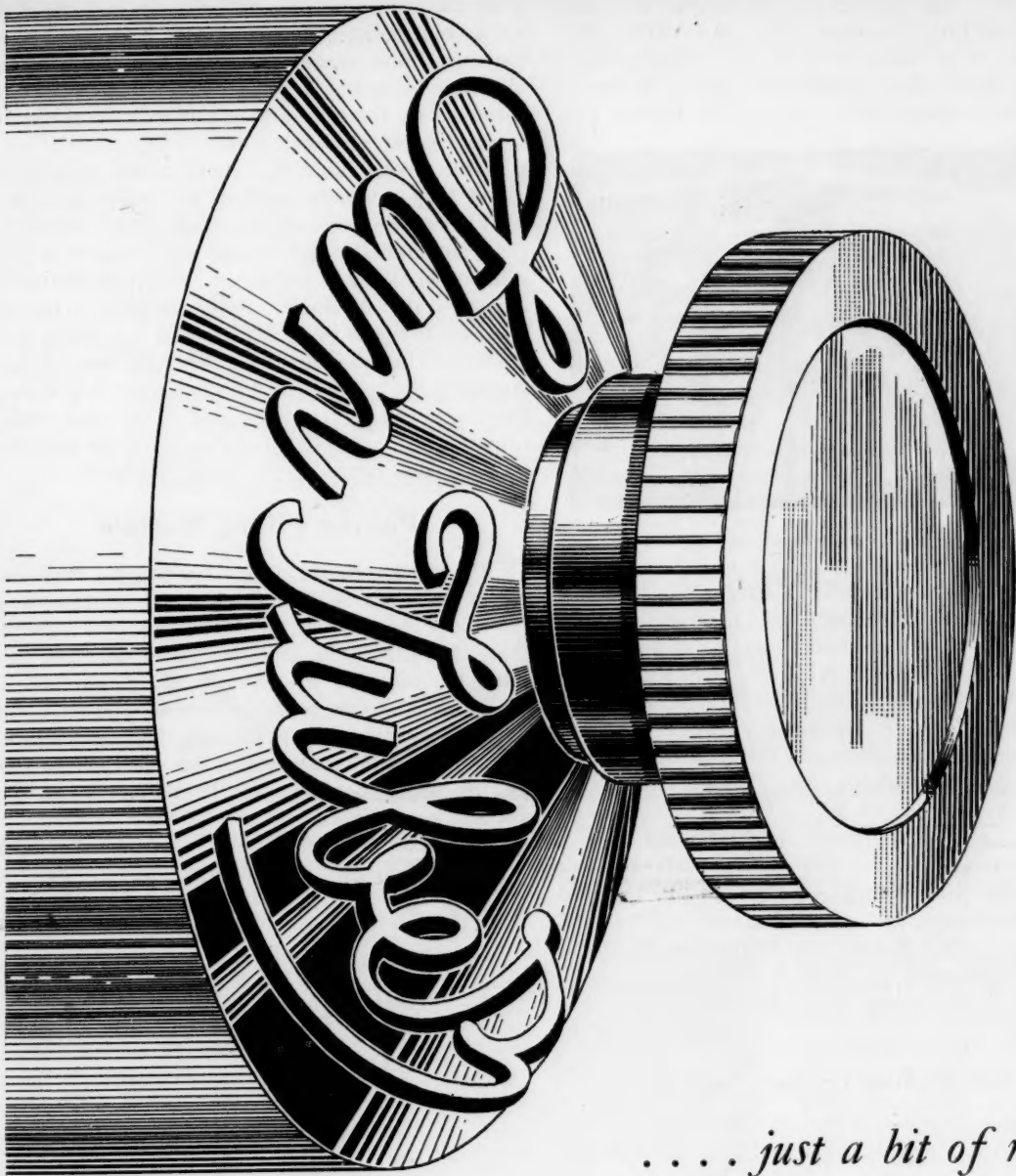
This machine is sold by the Package Machinery Co., of Springfield, Mass.

Transparent Wrappings for Gifts

THE latest advances in the use of Cellophane for packaging and wrapping gift articles were shown in a window display during the holiday shopping season at the du Pont Products Exhibit on the Boardwalk at Atlantic City. Products of thirty-nine companies were featured. All of the articles shown were wrapped in Cellophane in many new and attractive ways which have been developed during the past few months.

The gift articles shown included cigars and cigarettes, playing cards, golf balls, razor blades, roulettes, book jackets, toilet articles, boxes of sachet and soap, wearing apparel such as shirts, pajamas, garters, stockings, handkerchiefs and gloves, towel sets and other household linens, candy, glazed fruit, fruit cakes and other food dainties, greeting cards, baby gift boxes, dolls and other gift items.

The companies represented were as follows: Joseph



HILLSIDE, N. J.

... just a bit of news

, ... for *Sun-Lite*, ... that are selling faster than we can make them, we are striving to make them more rapidly.

Frank J. Lynch

President

P. S. ... and obviously better.

January, 1930

61

Knecht, U. S. Playing Card Co., Rheinstrom Bros. and the Norwood Co., Cincinnati, Ohio; H. Fendrich, Inc., Evansville, Ind.; Parke, Davis & Co., Detroit, Mich.; National Tinsel Co., Manitowoc, Wis.; Wamsutta Mills, New Bedford, Mass.; McCallum Hosiery Co.,



Display of gift items in transparent wrappings

Northampton, Mass.; Wm. Carter Co., Needham Heights, Mass.; A. M. Davis Co., Rustcraft, Gillette Safety Razor Co., and the Geo. Frost Co., Boston, Mass. The Mennen Co., Newark, N. J.; James S. Kirk & Co., Chicago, Ill.; Herman Specialty Mfg. Co., Canton, Ill.; the Smithfield Co., Inc., Smithfield, Va.; S. F. Whitman & Son, Inc., Sibson & Stern and the Rainbow Favor & Novelty Co., Philadelphia, Pa.; Scala Packing Co., Utica, N. Y.; Geo. P. Ide & Co., Troy, N. Y.; Will and Baumer Candle Co., Syracuse, N. Y.; Fownes Bros. & Co., Gloversville, N. Y.; and the Consolidated Cigar Corp., Cannon Mill, Pepperell Mfg. Co., P. Lorillard Co., Louis Sherry, Inc., U. S. Rubber Co., National Biscuit Co., Ward Baking Co., Manhattan Shirt Co., National Embossing Co., E. P. Dutton & Co., Excello Shirt Co., F. E. Fonseca & Co., Miro Dena, Inc., New York City.

New Ruling on Box Sealing

A new ruling has been obtained by H. R. Bliss Co., Inc., Niagara Falls, N. Y., from the Consolidated Freight Classification Committee, authorizing the sealing with adhesives of the top flaps of Bliss style containers. This ruling appears in Supplement No. 33, Rule 41, Section ee, reading as follows:

"Boxes constructed with a box body of one piece forming the bottom, two sides and two top flaps with two end pieces stitched to the box body on one horizontal and two vertical flanges at each end of box, forming the ends of box and two top flaps. Boxes of this construction may have the flaps closed by being firmly glued together throughout the entire area of contact when no flap is less than two inches in width and one flap covers the entire top of the opening, completely overlaps the side flap and is overlapped by the end flaps."

This new ruling is of advantage to users of fibre containers in several important respects. In the first place, it makes possible the gluing of any or all of the top flaps

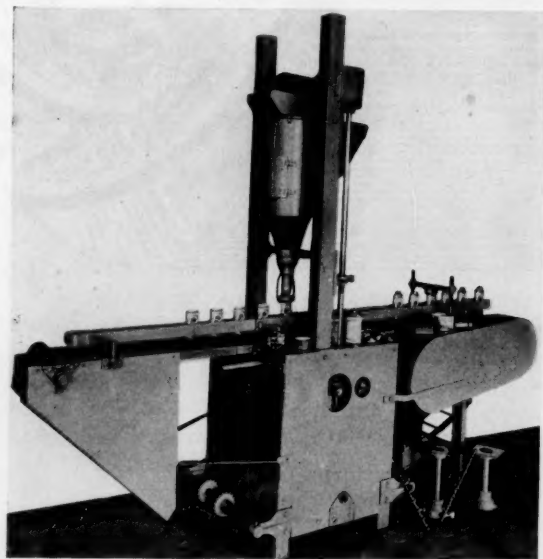
of the Bliss case where the nature of the contents of the box make it desirable to employ this method of sealing. Heretofore Bliss cases with glued top flaps had to comply with Rule 41, section 3, which required inner flaps to be not over 6 in. apart, thus materially reducing the saving of board in the Bliss style case.

In the second place, this ruling makes possible the use of fully automatic methods of closing the tops of Bliss boxes, the long side seam being either stitched or glued automatically and the end flaps being then glued with automatic gluers and sealers. No labor whatsoever is required after the contents have been placed in the case.

An advantage of combined stitching and gluing of the top flaps in the Bliss case is that when the long side seam is stitched the box is squared up and firmly held in shape prior to gluing the end flaps and at the same time, a narrower side flap is required than when the same is to be glued, thus increasing the saving in board.

Powder Filling Machine

THE machine shown in the accompanying illustration is the automatic filling machine, the operator placing the empty container on the intake conveyor. The machine then carries the container under the filling tube, raises the container up over the filling tube and fills the material into the container by measurement. Then the filled container is carried along the conveyor where the caps are laid on the top of the container by hand and the capping device presses the cap into place. This machine has a capacity of 30 to 40 filled containers per minute and will handle any weight of powdered materials or pastes up to 1 lb. The filling is very accurate and



Powder filling machine that is practically dustless in operation

absolutely clean. There is practically no dust which is very important on filling face and talcum powder boxes and cans. This machine is manufactured by Stokes and Smith of Philadelphia, Pa.



TO THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFACTURED TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN IRREDUCIBLE MINIMUM.

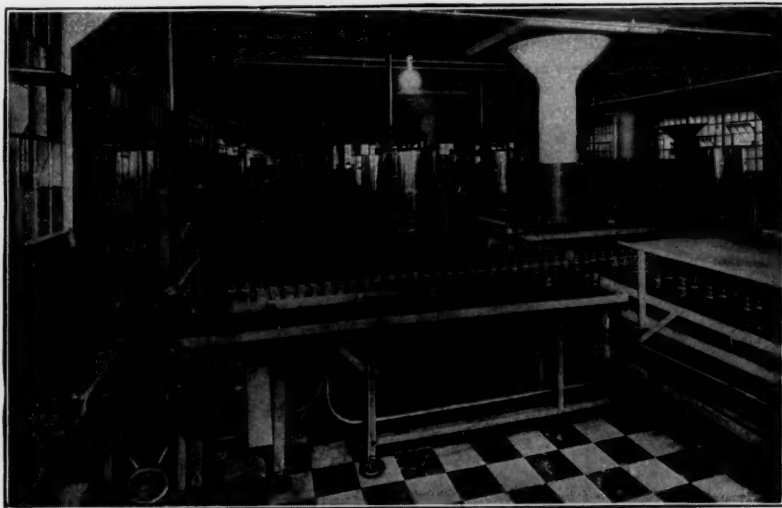
FORT ORANGE PAPER COMPANY
CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data
in the
PACKAGING CATALOG

BOSTON

AUTOMATIC *from Start to Finish*



View of finishing room, completely laid out and engineered by U. S. Engineers, in the new Jersey City plant of the Lambert Pharmacal Co., makers of Listerine and Listerine Tooth Paste. The most modern fully automatic pharmaceutical plant in the country today.

No matter how complicated the job to be done in your bottling plant, U. S. Engineers can show you how fully automatic, synchronized equipment can do the work better. U. S. Engineers have installed automatic washing and drying, filling, corking, capping, labeling, cartoning and the necessary conveying machinery in many of the largest and most efficient plants in the country. If you have a problem in your filling department, communicate with our nearest branch or write or wire the main office for free consultation by competent U. S. Engineers.

U. S. BOTTLERS MACHINERY CO.
4015-31 NO. ROCKWELL STREET, CHICAGO, ILLINOIS

Trade Catalogs

Decorative Papers: A new line of fancy papers has been announced by the Keller-Dorian Paper Co., Inc., 110 Fifth Ave., New York, in two folders recently issued. One folder contains a rich assortment of 10 French Velours in plain colors and the other folder displays French multi-color fancy papers in a wide variety of attractive colors and designs.

Decorative Papers: "Ware Gypsy Strips" box coverings and linings are issued in an attractive folder by McLaurin-Jones Co., Brookfield, Mass. The hand-painted appearance of the design with beauty of color combine to produce an effect of the highest artistic value.

Box Coverings: Two folders, "Art Linens" and "Textile Prints," recently issued by Charles W. Williams & Co., 303 Lafayette St., New York City, will prove interesting to the box maker. The similarity to linen and the printed fabrics of the textile world is surprising. There is a wide variety of color and design.

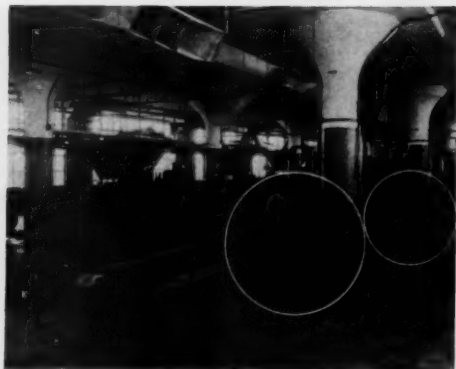
Decorative Papers: The 1930 Rubaiyat box cover sample books distributed by the Beekman Paper and Card Company, Inc., of New York, Bradner Smith and Company of Chicago, and other agents throughout the country are now ready for distribution. These imported creations in 30 different designs of about 4 colors each are stocked in New York and Chicago ready for immediate delivery. Each design has been very carefully selected.

The color combinations are remarkable. The great variety of designs and color schemes will fit every occasion.

For those who would learn more of glassine papers and their utilization, an attractive booklet, "What's Newest in Packaging and Printing with Glassine Papers," is recommended. Published by the Westfield River Paper Co., Inc., Russell, Mass., this little pamphlet includes interesting chapters covering historical facts regarding glassine papers, applications and methods of use and data relating to their manufacture and handling. Printing is attractively done in two colors and the glassine paper inserts included add to the appearance of the issue.

Metallized Paper: M. U. Schoop of Zurich claims to have produced metallized paper, which can be neither torn nor ignited. Paper is coated with tin, copper and aluminum by a new process; the metal being melted the paper pulp is coated with the aid of a suitable atomizer. In earlier efforts to produce this metallized paper, it is said that the structure of the paper fibres was injured, but this defect has been overcome. The new material, which is unusually elastic, will be found useful for telephony and radiotechnics. If this claim is substantiated it would obviously be an advantage to use metallized paper for banknotes, as they would be almost indestructible, and by using special alloys, forging could be rendered impossible.

BRISTOL-MEYERS CHOSE BURT



Burt Labelers in the Bristol-Meyers plant at Hillside, New Jersey.

WHEREVER machinery is chosen by engineers on a basis of past and present performance as a warrant of future satisfaction . . . Burt Labelers and Casers come into the picture—and stay there.

BURT
MACHINE
COMPANY
BALTIMORE . . . MD.

2107

Bion
the
series

SIZE	1/4 DOZEN
COLOR	NUMBER 561

Bijou Hosiery

Bijou
REG. U.S. PAT. OFF.

*Full Fashioned
Silk
Hosiery*

Bijou Hosiery

Bijou Hosiery

Bijou Hosiery

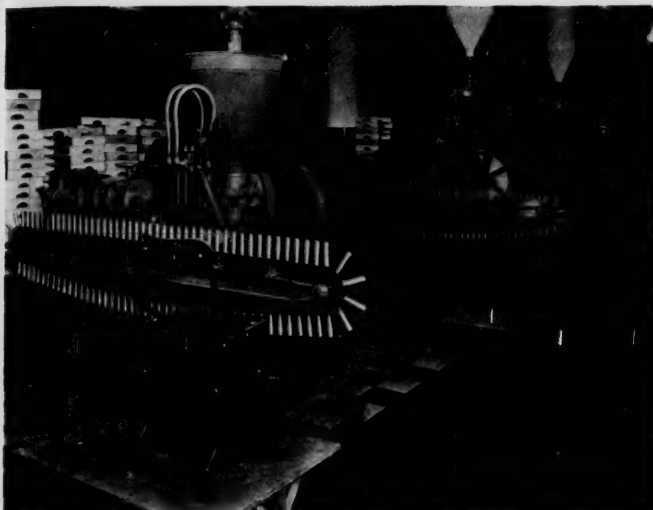


Vice President: "Did you see that box wrap for Bijou hosiery?"
 President: "See it?—I'll say so. I've already been in touch with
*Kaumagraph, the people that lithographed it. And they're
 now at work on the design for our new package."*



THE box wrap for Bijou hosiery takes its place with other achievements of Kaumagraph's Lithographic Department. For here Kaumagraph has interpreted the wish of the manufacturer with a design of great simplicity . . . lithographed in unusually rich color. Kaumagraph's aim is to produce outstanding lithography—faithful in coloring and reproduction to the tiniest brush stroke of the original design. And Kaumagraph's determination to produce outstanding lithography is bringing many manufacturers to us for aid with their lithographic requirements. May we help *you* . . . in the design and lithographing of *your* packing needs.

KAUMAGRAPH COMPANY . . . 200 Varick Street . . . New York City
 Boston, Chicago, Philadelphia, Charlotte, Chattanooga,
 Los Angeles, Paris, Ont., Paris, France.



COLTON Tube Fillers choice of American Industry

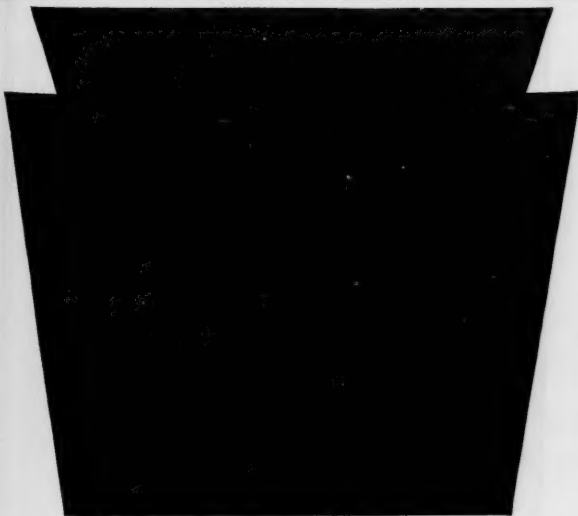
A lifetime of service is built into Colton Tube Filling Machines—and because of this proved dependability Colton Machines are being used by an ever-increasing number of collapsible tube users.

A list of Colton Machine users reads like a roster of the leading manufacturers of tooth paste, cold cream and other ingredients packed in col-

lapsible tubes. It was only natural, therefore, that when Lambert Pharmacal Company decided to build a new plant at Jersey City, N. J., that Colton Tube Filling Equipment was selected.

A new machine, which automatically fills, closes and clips over 100 tubes per minute, has been tried out thoroughly and is now in production.

Arthur Colton Company
2604 East Jefferson Ave.,
Detroit, Mich.

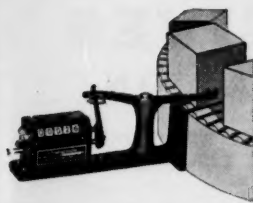


Productimeter Can Counter (S-F-3) for filling, labeling, sealing machinery, conveyors, etc.

PRODUCTIMETERS can be applied to any production machine to check accurately output in pieces or parts, to count accurately packages, to measure accurately material, to record accurately operations, strokes, cycles, to determine accurately premium, piece-work or royalty payments. We have made counting machines for fifty years; our specialized experience is at your service. Tell us what you wish to count, measure, or record.

DURANT MFG. COMPANY
625 Buffum St., Milwaukee, Wis.

Representatives in Principal Cities

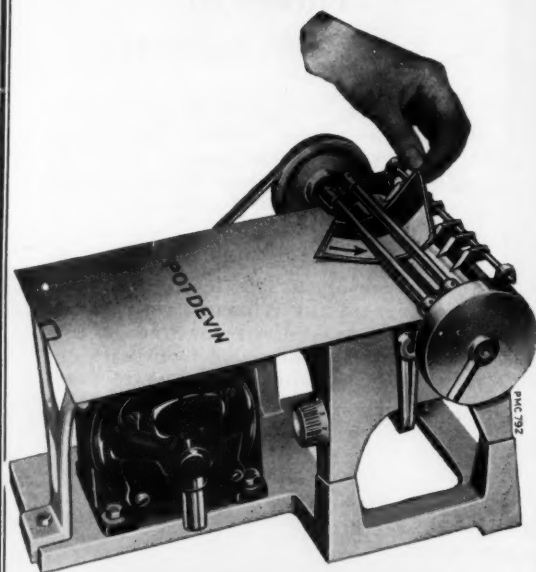


Model 5-L-5 Conveyor Unit. A complete unit ready to attach to conveyor for counting boxes, cases, cartons or crates, as they move along the conveyor. Can be furnished for four positions.

Productimeters

THE SPEEDOMETERS OF INDUSTRY

**30%
LABOR SAVED**



POTDEVIN LABEL GLUERS

Paste your labels with the *Potdevin Labeler*—each one will have the proper thin film—no paste spread at edges, no lumps, no blisters or wrinkles.

Paste coating accurately controlled. Cartons, bottles, boxes, fibre cans, mailing tubes, envelopes, etc., are labeled rapidly and safely.

Practical when packing groceries, paint, chemicals, textiles, cosmetics, extracts and other products in neatly labeled containers.

MAIL COUPON for FREE TRIAL without obligation

Potdevin Machine Co., 1228-38th St., Brooklyn, N. Y.

Please send a pasting machine for 10 days' free trial. We will pay for it 2%—10: net 30, otherwise return it express prepaid. Also send free sample of paste.

- ☐ 6" wide Paster, hand driven.....\$35.00
☐ 6" wide Paster, with motor complete.....\$60.00
☐ 12" wide Paster, with motor complete.....\$100.00

IMPORTANT: State current & volts for motor

☐ A.C. ☐ D.C. ☐ 110 V. ☐ 220 V.

Name.....

Address.....

City..... State.....



Three big things in package wrapping

- - - efficient machines,
skilled labor, and always de-
pendable

MIKAH WRAPPING GUMS

Highly concentrated to in-
sure accurate registration
and to prevent labels from
wrinkling.

Other Mikah Adhesives:

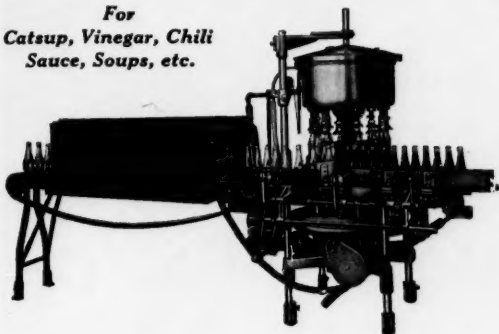
BOX MAKING GLUES
LABELING PASTES
CASE SEALING GLUES
BOTTLE LABEL GUMS
TIN PASTES
CARTON SEALING GLUES

NATIONAL ADHESIVES CORPORATION

EXECUTIVE OFFICES: NEW YORK

THE STANDARD FOR TWENTY-ONE YEARS

For
Catsup, Vinegar, Chili
Sauce, Soups, etc.



HALLER ROTARY FILLERS
have been the standard of the
industry for the last twenty-
one years.

The leading plants are using
from two to thirty-seven units
each because they have found
they pay for themselves. See
partial list below.

H. J. Heinz Co.
Snider Packing Corp.
Dominion Cannery Ltd.
Libby, McNeill & Libby
Harbauer Company
Quaker Maid Company,
Inc.
Reid, Murdoch & Com-
pany
Van Camp Packing Com-
pany

Jersey Tomato Products
Co., Ltd.
Vitavac Process Corpora-
tion
Redwing Company, Inc.
P. J. Ritter Company
E. Pritchard, Inc.
Greenbaum Bros., Inc.
Beechnut Packing Com-
pany
Wayne County Produce
Co.

There Are Hosts of Others

The standard for the past twenty-one years

HORIX MANUFACTURING COMPANY

Manufacturers of "Haller" Hand and Automatic
Filling Machines

Corliss Station, PITTSBURGH, PA., U. S. A.

Packages of CHARACTER

We put character in our labels and folding
boxes. It is expressed in expert designing and
the use of right colors. Character is what makes
our packages stand out on the dealers' shelves and
helps make sales.

Proper packaging is among the most vital of merchan-
dising problems. "U. S." Salesmen are experts on all
matters pertaining to labels and folding boxes.

**THE UNITED STATES PRINTING
& LITHOGRAPH CO.**

BRAND NAMES

It is unsafe to create
or use any trade name
without an exhaustive
search of every regis-
tered and unregistered
trade mark in ex-
istence. Consult our
Trade Mark Bureau.
The service is free.



CINCINNATI
110 Beech St.
BROOKLYN
101 N. 3rd St.
BALTIMORE
28 Cross St.

COLOR PRINTING HEADQUARTERS

UNIFOIL is a covering paper made of real metal . . . sparkling and rich in appearance . . . flexible and easy to handle. Offered in a wide range of colors and embossings. Write for booklet, working-sheets and prices.

MASTER METAL UNIFOIL BOX COVERS

*"for better boxes
for better goods"*

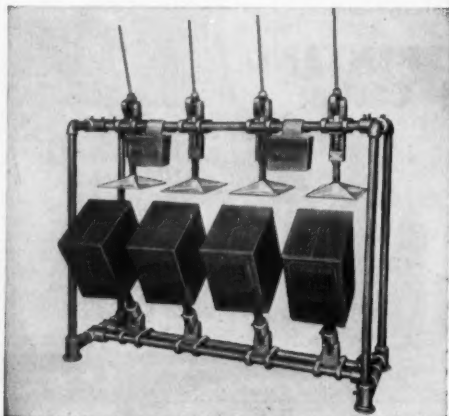
REYNOLDS METALS CO., INC.
LOUISVILLE, KY.

212 Fifth Ave., New York

345 Ninth St., San Francisco

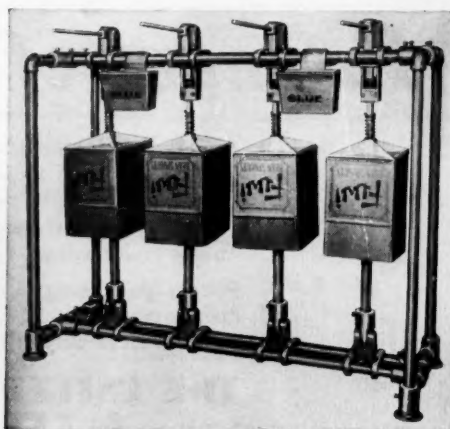
Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After container has been sealed

Leased on
Yearly
Rental
Basis—or
Sold
Outright

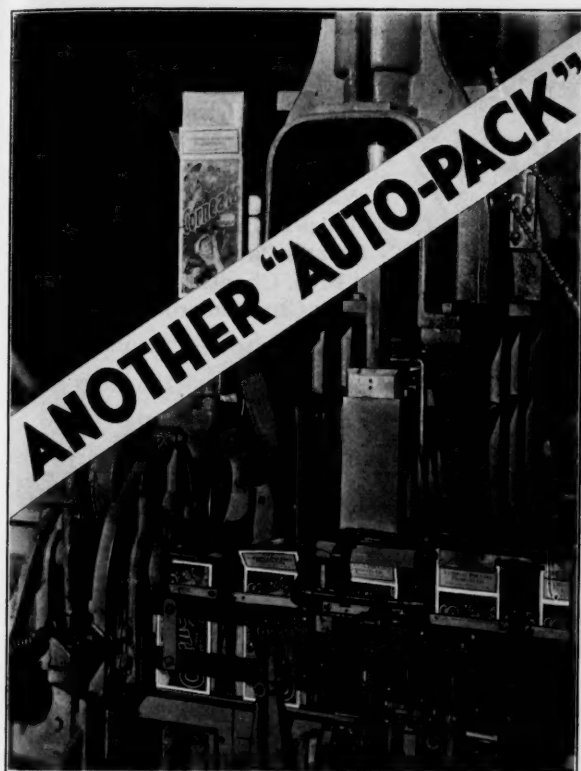


Pressure evenly applied on surface

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

Write Today for Particulars

HARMON SEALER, Inc.
4017-19 W. Lake St. Chicago, Ill.



THIS MACHINE

in actual operation is now filling two products in predetermined quantities into cartons of its own making. The inner carton is wax wrapped, then another "Auto-Pack" places it into an outer carton and seals and delivers the entire package ready for shipment at a rate of

Sixty per Minute
and at a cost of only
48c per thousand.

Similar automatic machines to meet your own packaging problems can be supplied by the

Automatic Packaging Machinery Company
Nashua, N. H.

Selling Agents
Gibbs Brower Co.,
261 Broadway, New York, N. Y.

BOSTON - NEW YORK
PHILADELPHIA



CHICAGO - ST. LOUIS
CLEVELAND

Cartons

"MADE TO GIVE COMPLETE SATISFACTION"

BY

THE RICHARDSON COMPANY

PAPER MANUFACTURERS SINCE 1868

LOCKLAND, CINCINNATI, OHIO

300
In Operation--

Inexpensive--Highly Productive

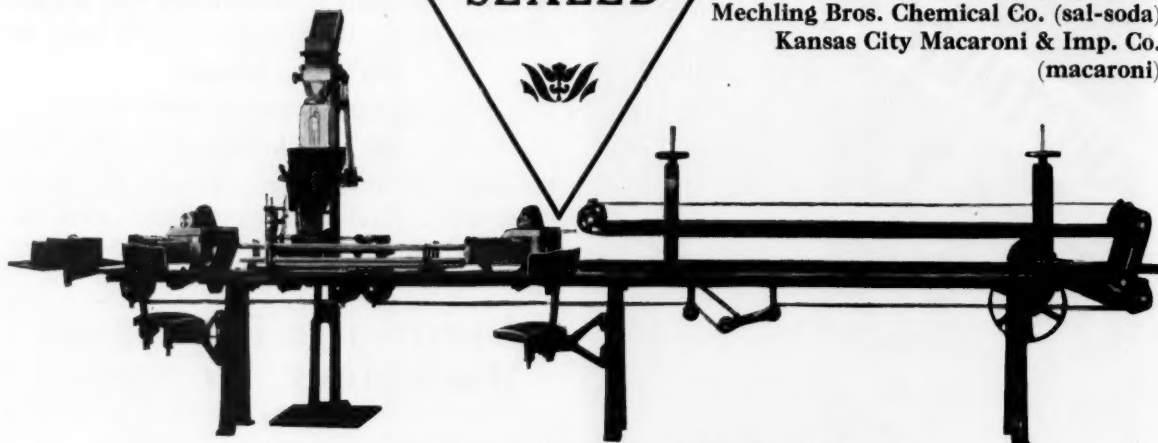
25 Cartons Per Minute

**WEIGHED
FILLED
SEALED**



A FEW USERS---

Swift & Co. (fertilizer)
Barrett & Co. (moth-balls)
Ridgways, Inc. (teas)
National Biscuit Co. (crackers)
Loose-Wiles Biscuit Co. (crackermeal)
Spratts Patent Ltd. (dog-foods)
Mechling Bros. Chemical Co. (sal-soda)
Kansas City Macaroni & Imp. Co.
(macaroni)



Class SA Top and Bottom Carton with Class SB Automatic Weigher

TRIANGLE PACKAGE MACHINERY CO.

39 Cortlandt St., New York

416-420 W. HURON ST., CHICAGO

443 So. San Pedro St., Los Angeles



Not the Expensive Label Nor the Luxury Type—

We do no lithographing or multi-color work. Our facilities are for printing one and two-color labels, gummed or ungummed, in roll form or flat, at suprisingly low cost *because* our facilities are 100% automatic.

Shipping labels in roll form for mailing campaigns and for merchandise shipping have a tremendous advantage in the convenience afforded by running through the typewriter in a continuous strip, not typing one by one.

Look over the labels you use; send us samples and advice on quantity. You will be suprised and convinced of our superior facilities for economical production. No obligation. Send your inquiries and clip the coupon for folder and information.



Phone Watkins 2111 for Sales Service

One Thousand or One Million
Every Kind for Every Need

Ever Ready Label Corp'n.

"The Department Store of Labels"
257-265 West 17th Street, N.Y.C.

Ever Ready Label Corpn.
257 West 17th St., New York City

Gentlemen:

Please send us folder and full information on "Ever Ready Labels."

Name.....

Address.....

City.....State.....

MANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking* and *Partition Machines*.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

INMAN
MANUFACTURING CO., INC.
AMSTERDAM, N. Y.

Now Open
in New York
**The HOTEL
GOVERNOR
CLINTON**

OPPOSITE PENNSYLVANIA R. R. STATION

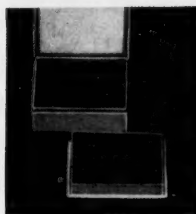
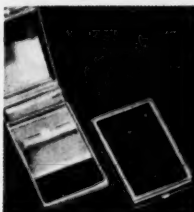
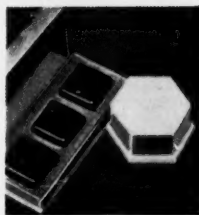
New York's new hotel truly expressive of the greatest city. 1200 pleasant rooms each with Servitor, bath, circulating ice water and radio provisions.

Rooms
from
\$3.00

General Manager
E. G. KILL,

31ST STREET

7TH AVENUE



If you are faced with the problem of new packaging for an old product, or of packaging a new product, won't you let our merchandising service department lend a hand? No added expense to you, and you'll get the kind of packaging you want.

FOR YOU



FOR PROFIT

"THE great trouble with most set-up boxes," said one of our customers recently, "is not alone their lack of definite designing plan, but also the high cost in relation to the value of the merchandise."

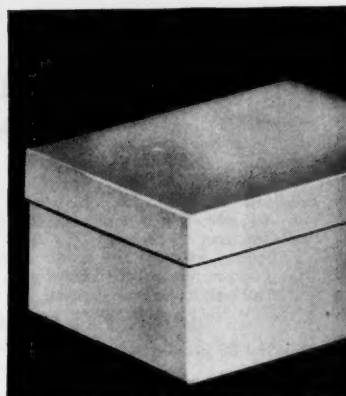
That's true, isn't it? An inexpensive article must look well on display, and protect its merchandise. STAR Boxes do this, and at a cost that will allow your product ample profit as well.

Price is considered—because we're aware of the situation of packaging that faces most manufacturers, namely, that of getting the finest package for the money—and of making every possible saving of cost.

We will be glad to figure on your boxes.

**STAR PAPER
BOX COMPANY**

458 N. Hermitage Ave.
CHICAGO, ILL.



Findley's

CONTAINER SEALING GLUE

A quick-setting and quick-drying vegetable sealing glue possessing extraordinary penetration and stick. Bound to give satisfaction for hand sealing of fibre or corrugated boxes, or for automatic equipment. Will not stain or discolor materials with which it comes into contact. Does not require steaming or cleaning glue pots after each day's operation, as it does not crystallize or harden in machines or on rollers. Not caustic, so does not hurt hands of workers.

Write for details, prices and sample.

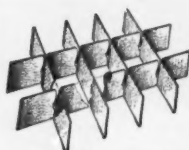
The F. G. Findley Company
Adhesive Manufacturers Milwaukee, Wis.

Specify

Gaylord Liners

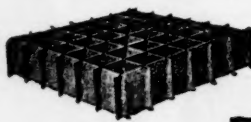
WHEN ORDERING
**CORRUGATED OR SOLID FIBRE
BOXES**

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS



**How Much Do Your
Partitions Cost ?**

?



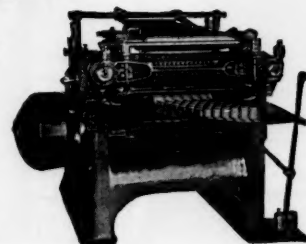
Here's a machine (Vailco No. 3) that cuts from the roll and assembles partitions ready for insertion into your boxes.
All sizes of partitions completely locked—will not fall apart.
One man operation.
Speedy, efficient and economical.
You can reduce the cost of your partitions by its use.
Full particulars on request.

PARTITION MACHINERY, INC.

569-589 E. Illinois St.

Formerly Self-Locking Machine Co.
Cable Address: SELF-LOCK, CHICAGO

Chicago, Ill.



You Can Count
your dollars
You Must Weigh
your merchandise
...Accurate Scales
are essential to profit



MERCHANDISE is money And though it is not so negotiable as coin itself, your merchandise must be treated as though it were dollars.

Dollars can be readily counted but merchandise must be weighed. Scales therefore must ideally be as accurate as your adding machines if your wealth is not to be wasted.

Don't GIVE away valuable merchandise in the form of overweight packages! You wouldn't throw in a few pennies for good measure with your purchases. Why throw in quarter ounces when you make a sale?

Use "EXACT WEIGHT" Scales, the precision-weighing appliances that eliminate over-weight while actually increasing packing speed.

May we send interesting information regarding

"EXACT WEIGHT" SCALES

Manufactured by

THE EXACT WEIGHT SCALE CO.

(Formerly the Smith Scale Co.)

1312 W. Spring St. Columbus, Ohio

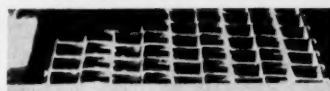


ACME

GALVANIZED

ALL-STEEL

CONVEYOR BELTING



THIS 100-foot long Acme Conveyor Belt, traveling twenty feet a minute, carries Leslie Salt cartons through the dryer. Warm air blown up through the meshes quickly dries the labels before moisture can penetrate the cartons.

Acme Conveyor Belting will save you money and labor in your packaging department. The cost is interestingly low—its life is long. Write for a sample section and prices.

ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago



FIBRE CANS *of Every Description*

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

Ask for samples and prices

R. C. CAN CO.

121 CHAMBERS ST. ST. LOUIS, MO.

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D. S. C. For service above and beyond
that expressed in the letter
of your order. That's WIRZ.

A. H. WIRZ, Inc.
CHESTER, PA.

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30 East 42nd Street

CALIFORNIA OFFICE
1231 East 7th Street
Los Angeles

CHICAGO OFFICE
Railroad Exchange Bldg.
Jackson & Michigan



To suit the trend

ARE you keeping in step with present day trends? Are you giving your product the package it deserves? A package that's modern—distinctive enough to increase the prestige of your brand?

Today attention for products begins with the package.

The package has an important selling job to do. How it looks, how smart it is—these are vital features that have an important bearing on sales.

And the packages Canco artists will create for your individual need are closely keyed both to your product and present day trends. In color, in smartness and beauty of design they are the last word in modern packaging.

AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE - BLACK IRON - GALVANIZED IRON - FIBRE

METAL SIGNS AND
NEW YORK
New York Central Building



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CHICAGO
104 So. Michigan Avenue

SAN FRANCISCO, 111 Sutter Street